

# TRENDS

Consumer Attitudes  
& The Supermarket **1989**

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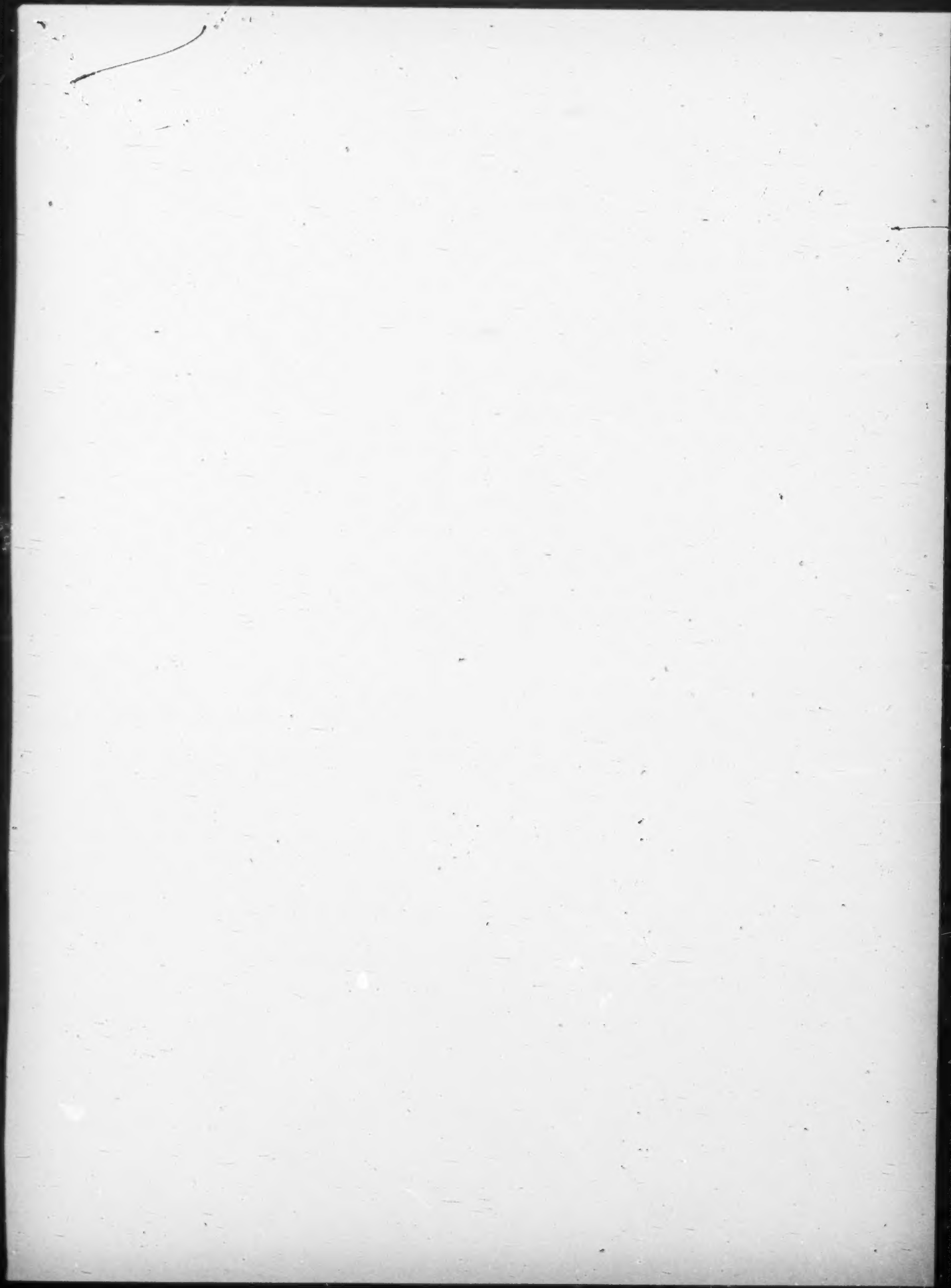
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# INTRODUCTION

This study is the eighteenth in a series of annual consumer attitude surveys begun in 1974 by the Food Marketing Institute. Designed to identify the changing needs and priorities of the American consumer, *Trends—Consumer Attitudes and the Supermarket, 1989* continues to explore major issues from previous years, while delving into new areas that are likely to affect shoppers in the future. The survey is conducted in January of each year.

The main topics covered in this year's study:

- Expectations and evaluations of supermarket performance.
- Consumer expenditures in supermarkets and methods by which shoppers try to save money.
- Frequency of trips to the supermarket, as well as store switching, and alternatives to the supermarket.
- New products and services.
- Consumer attitudes toward nutrition.
- Consumer attitudes toward food safety.

While the latter two topics, nutrition and food safety, have been explored in earlier years, the 1989 survey probed deeper than ever:

- Shoppers' concerns about nutrition and food safety.
- The role both play in selecting a supermarket and selecting particular food items.
- Whom shoppers believe should be responsible for ensuring that food is nutritious and safe to eat.

A demographic profile of the total sample, including weighted and unweighted percentages of major demographic groups, appears in the methodology section of this report.

## Study Design

The data for this survey are based on telephone interviews with a representative, nationwide sample of 1,031 male and female supermarket shoppers, conducted in January 1989. The sample was designed to be composed of 60 percent female and 40 percent male heads of households. It was subsequently weighted to an 80 percent female and 20 percent male ratio to maintain comparability with previous studies in the *Trends* series.

## A Note on the Tables

Directly beneath the title of each table is a description of the base — that is, the group of respondents for each question. The exact number of respondents in this base group, either in total or for shopper categories, is provided for all non-trend tables. The percentages in each table are calculated using this base number. It should be noted that these may not add up to 100 percent due to rounding or the acceptance of multiple responses. In all comparisons among categories surveyed in 1989, any noted differences are statistically significant. For year-to-year comparisons, whether for types of consumer or totals, changes are simply noted and are not subject to statistical comparison, unless otherwise stated.

For some tables, the response categories are presented both separately (e.g., very important, somewhat important) and combined (e.g., very important or somewhat important). In some instances, the separate percentages may not add up to the combined ones due to rounding.

For each table the wording of the question appears as it was asked. Any changes in wording from previous years are noted in the table.



# SURVEY HIGHLIGHTS

The following is an overview of some of the most important findings of the January 1989 *Trends* study.

## Expectations and Evaluations of Supermarket Performance

- When selecting a supermarket, shoppers care most about "quality produce (fruits and vegetables)," "good variety or wide selection" and "quality meat." Also important are "courteous, friendly employees," "good or low prices," "readable and accurate shelf tags," and "a convenient location" (Table 1).
- For the most part, supermarkets are anticipating the needs of shoppers. At least four shoppers in five state that their supermarkets are performing well on four of the five most important factors (Table 1).
- Overall, shoppers indicate high levels of satisfaction with their supermarket, giving an average rating of 7.9 on a scale of one to ten, where "one" means poor and "ten" means excellent (Table 5).

## Nutrition in Shopper Behavior

- More than one shopper in five has a household member on a medically restricted diet (Table 52). These shoppers are generally more sensitive to both nutrition and food safety.
- Two-thirds of all shoppers feel that their diets could be healthier (Table 22). The most common dietary action taken to ensure that their diets are healthy is eating more fruits and vegetables (Table 23).
- Almost all shoppers state that nutrition is a somewhat or very important factor when they shop for food (Table 24). Their principal concerns about the nutritional content of foods include cholesterol, fat, salt and vitamins and minerals (Tables 28, 29).
- Over half of shoppers have changed the way they cook or prepare foods in the past three to five years (Table 30). Changes most often listed include less frying, less salt, more

microwaving and less added fat (Table 31).

- Almost seven shoppers in ten read labels for expiration dates pretty much every time they buy packaged foods, while over a third read them for ingredients and for nutrition pretty much every time (Table 32). Shoppers who never read labels for any of these types of information state most commonly that they do not have time (Table 34). Of those who do read labels, more than half feel that the information is adequate, while others would like clearer or more easily understood explanations, and more information on calorie, salt/sodium and fat content (Tables 35, 36).
- To ensure that the food they eat is nutritious, shoppers most commonly rely on manufacturers, themselves or on the federal government (Table 37). However, when those who rely on state or federal government are combined, the proportion relying on government is 28 percent, just a single percentage point below the proportions relying on manufacturers or on themselves. Only 4 percent of shoppers rely on retailers. Two-thirds of all shoppers, however, indicate interest in having their supermarket provide nutrition-related information (Table 38).

## Consumer Attitudes Toward Food Safety

- Nine shoppers in ten consider product safety to be a somewhat or very important factor when shopping for food (Table 40). Additionally, as of January 1989, 81 percent of all shoppers were completely or mostly confident in the safety of the food at their supermarket (Table 41).
- When asked to volunteer the greatest threats to food safety, "spoilage/germs" and "tampering" are most commonly cited by those shoppers who are not completely confident in the safety of the food at their supermarket (Table 42).

- When asked about specific potential food hazards, shoppers are most likely to view residues from pesticides and antibiotics and hormones that might be used in poultry and livestock production as serious health hazards. Residue from pesticides showed a 7-point increase from 1988, while antibiotics and hormones remained unchanged from 1988 (Table 43).
- Almost two shoppers in five typically avoid buying specific food items for fear they may be unsafe (Table 46). The items avoided by the largest proportion of shoppers include meat, fish, foods with certain additives or preservatives, pork and fruits or vegetables that have been sprayed or coated (Table 47).
- Most shoppers rely on themselves or on the federal government to ensure the safety of the food they buy (Table 48). One in seven, however, relies on manufacturers, and one in ten on retailers. Both manufacturers and retailers show increases of 7 percentage points from 1988. Almost two shoppers in five sought information on food safety in the past year (Table 50).

### **Consumer Expenditures on Supermarkets and Money-Saving Methods**

- From 1988 to 1989, the average weekly grocery bill increased from \$71 to \$74 — reversing the declines observed from 1986 to 1988 (Table 7).
- Substantially fewer shoppers in 1989 use price-off coupons or look in the newspaper for grocery specials pretty much every time they shop (Table 10).

### **Shopping Habits and Behaviors**

- The average number of trips shoppers make to the supermarket in a typical week has remained relatively constant over the past nine years, fluctuating between 2.0 and 2.6. In 1989 the number of trips averaged 2.3 (Table 14).
- In the past year, almost three shoppers in ten switched grocery stores (Table 12). The primary reasons were store location, prices and selection (Table 13).
- More than one shopper in ten uses a supermarket as their usual source for carryout meals (Table 17).

### **New Products and Services**

- Since 1988, increasing proportions of shoppers report that their supermarkets feature fresh pizza, video rentals, automatic teller machines and partially prepared foods that require less time to prepare at home (Table 19).
- Items that appear to have become well-established more recently include microwave food, unbranded or generic foods and delicatessen or other carryout food items (Table 19).

# CHAPTER 1

## The Consumer's View of the Supermarket

### Consumer Expectations and Supermarket Performance

For the third consecutive year, *Trends* investigated the factors that are important to shoppers when they select a supermarket (see Table 1). Shoppers have exhibited remarkable consistency across time: in each of the three years "quality produce (fruits and vegetables)" ranks in the top position; "good variety or wide selection" ranks second; and "quality meat" ties for second or ranks third.

Notably, each of the top-rated factors relates to the product offerings of a supermarket as opposed to service characteristics or store features. This is not to say, however, that other factors are unimportant. In addition to the items mentioned above, those considered to be somewhat or very important by nine out of ten shoppers include courteous, friendly employees; good/low prices; readable and accurate shelf tags; and a convenient location.

Of the remaining characteristics, only national brands, express checkout, one-stop shopping, and generic or unbranded products are rated as somewhat or very important by under three-fourths of all shoppers. The proportions of shoppers assigning these ratings are relatively unchanged from 1987 and 1988.

Between 1987 and 1989 the greatest rating change occurred for nutrition and health information available to shoppers. In 1987 and 1988 the proportions rating such information somewhat or very important hovered at about three-fourths of all shoppers. In 1989 the proportion jumped 10 percentage points to 84 percent, placing this feature among the top ten in importance.

The importance ratings of men and women appear to be virtually identical (see Table 2). At least nine in ten of each view the following factors as somewhat or very important:

- Quality produce (fruits and vegetables).
- Good variety or wide selection.
- Quality meat.
- Courteous, friendly employees.
- Readable and accurate shelf tags.
- Convenient location.

Compared with nonworking women, men are less likely to view each of the following factors as somewhat or very important:

- National brands.
- Courteous, friendly employees.
- Quality meat.
- Quality produce (fruits and vegetables).

Compared with *all* women, men are less likely to consider somewhat or very important items on sale or money-saving specials, good variety or wide selection, and nutrition and health information available for shoppers.

Finally, compared with working women, men are less likely to view good/low prices as important, and both men and nonworking women are less likely to view fresh food sections as somewhat or very important.

By age, 18- to 24-year-old shoppers differ in several ways from older shoppers (see Table 3). Larger proportions consider fresh food sections to be somewhat or very important, and smaller proportions consider national brands to be somewhat or very important. Compared with shoppers between the ages of 50 and 64, 18- to 24-year-old shoppers are less likely to view courteous, friendly employees as somewhat or very important, and are more likely to consider generic or unbranded products as somewhat or very important.

Examining the importance of supermarket features by household size, few consistent differences emerge in the proportions who rate each feature as somewhat or very important (see Table 4). Where there are differences, however, they exist mainly between shoppers from households of one or two persons and those from larger households. Specifically, compared with shoppers from three-person households, those from single-person households are less likely to view good variety or wide selection and good/low prices as somewhat or very important. Compared with those from households of five or more, shoppers from one-person households are less likely to consider items on sale or money-saving specials to be somewhat or very important. Finally, compared with those from four-person households, shoppers from one-person households are more likely to view a convenient store layout as somewhat or very important.

Among shoppers from two-person households, a smaller proportion consider fresh food sections to be somewhat or very important, relative to shoppers from single-person households and those from three-person households. Finally, shoppers from one- or two-person households are more likely than those from four-person households to view one-stop shopping as somewhat or very important, and are less likely to consider generic or unbranded products somewhat or very important. They are more likely than shoppers from either four- or five-person households to consider express checkout somewhat or very important.

As in earlier years, *Trends* investigated supermarkets' responsiveness to shopper needs by asking shoppers to rate their principal supermarket on the same list of features rated for importance (see Table 1). In most instances, supermarkets appear to be anticipating the needs of shoppers. Items rated good or excellent by at least four shoppers in five include:

- Convenient location (89 percent).
- National brands (88 percent).
- \*Good variety or wide selection (86 percent).
- \*Quality produce (fruits and vegetables) (85 percent).
- \*Courteous, friendly employees (85 percent).
- \*Quality meat (84 percent).
- Convenient store layout (83 percent).
- Fresh food sections, like a deli, bakery or fresh fish (81 percent).

Notably, of the features listed above, the four marked with an asterisk are also among the top five in importance when selecting a supermarket. The feature that is most conspicuous by its absence from the above list is "good/low prices." Whereas 92 percent of shoppers rate this item as somewhat or very important when selecting a supermarket, only 71 percent rate their supermarket as good or excellent in this respect.

Table 1

How Well Supermarkets Meet Consumer Expectations: 1987-1989

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me if it is very important, somewhat important, not too important or not at all important to you when you select a primary food store.

Q.: Now I'm going to read the same list of factors, and ask you to tell me how well the supermarket in which you usually shop does on each one. For each factor, please tell me whether your supermarket does an excellent, good, fair or poor job of having (READ EACH ITEM).

Base: The shopping public

|                                                         |   | Very or<br>Somewhat<br>Important |      |      | Excellent<br>or Good<br>Rating |      |      |
|---------------------------------------------------------|---|----------------------------------|------|------|--------------------------------|------|------|
|                                                         |   | 1987                             | 1988 | 1989 | 1987                           | 1988 | 1989 |
| Quality produce (fruits and vegetables)                 | % | 98                               | 98   | 98   | 85                             | 85   | 85   |
| Good variety or wide selection                          | % | 96                               | 96   | 96   | 88                             | 87   | 86   |
| Quality meat                                            | % | 96                               | 94   | 95   | 82                             | 85   | 84   |
| Courteous, friendly employees                           | % | 93                               | 93   | 94   | 87                             | 87   | 85   |
| Good/low prices                                         | % | 93                               | 94   | 92   | 73                             | 72   | 71   |
| Readable and accurate shelf tags                        | % | 90                               | 92   | 92   | 73                             | 70   | 72   |
| Convenient location                                     | % | 92                               | 92   | 91   | 87                             | 88   | 89   |
| Fast checkout                                           | % | 89                               | 88   | 88   | 70                             | 70   | 71   |
| Items on sale, or money-saving specials                 | % | 85                               | 86   | 84   | 78                             | 79   | 77   |
| Nutrition and health information available for shoppers | % | 75                               | 74   | 84   | 50                             | 50   | 55   |
| Convenient store layout                                 | % | 79                               | 78   | 76   | 83                             | 85   | 83   |
| Fresh food sections like a deli, bakery or fresh fish*  | % | 72                               | 76   | 76   | 75                             | 77   | 81   |
| National brands                                         | % | 72                               | 73   | 72   | 89                             | 91   | 88   |
| Express checkout                                        | % | 71                               | 74   | 71   | 72                             | 74   | 71   |
| One-stop shopping                                       | % | 70                               | 70   | 67   | 68                             | 72   | 69   |
| Generic or unbranded products                           | % | 41                               | 41   | 44   | 61                             | 57   | 57   |

\*In 1987, shoppers were asked to rate "specialty sections like a deli, bakery or fresh fish."

Table 2

## Importance of Supermarket Features, by Sex

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me if it is very important, somewhat important, not too important or not at all important to you when you select a primary food store.

Base: The shopping public

|                                                                 |   | Jan.<br>1989<br>Total | Men | Women   |            |
|-----------------------------------------------------------------|---|-----------------------|-----|---------|------------|
|                                                                 |   |                       |     | Working | Nonworking |
| Base: Those Rating These Features<br>Very or Somewhat Important |   | 1031                  | 406 | 323     | 300        |
| Quality produce (fruits and vegetables)                         | % | 98                    | 96  | 98      | 99         |
| Good variety or wide selection                                  | % | 96                    | 92  | 98      | 96         |
| Quality meat                                                    | % | 95                    | 93  | 94      | 97         |
| Courteous, friendly employees                                   | % | 94                    | 90  | 94      | 97         |
| Good/low prices                                                 | % | 92                    | 89  | 94      | 91         |
| Readable and accurate shelf tags                                | % | 92                    | 90  | 92      | 92         |
| Convenient location                                             | % | 91                    | 92  | 91      | 91         |
| Fast checkout                                                   | % | 88                    | 87  | 89      | 86         |
| Items on sale, or money-saving specials                         | % | 84                    | 76  | 85      | 87         |
| Nutrition and health information available for<br>shoppers      | % | 84                    | 78  | 84      | 87         |
| Convenient store layout                                         | % | 76                    | 72  | 75      | 78         |
| Fresh food sections like a deli, bakery or fresh fish*          | % | 76                    | 73  | 80      | 73         |
| National brands                                                 | % | 72                    | 67  | 73      | 75         |
| Express checkout                                                | % | 71                    | 73  | 70      | 70         |
| One-stop shopping                                               | % | 67                    | 64  | 66      | 69         |
| Generic or unbranded products                                   | % | 44                    | 42  | 47      | 42         |

\*In 1987, shoppers were asked to rate "specialty sections like a deli, bakery or fresh fish."

Table 3

## Importance of Supermarket Features, by Age

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me if it is very important, somewhat important, not too important or not at all important to you when you select a primary food store.

Base: The shopping public

|                                                                 |   | Jan.<br>1989<br>Total | Age   |       |       |       |      |
|-----------------------------------------------------------------|---|-----------------------|-------|-------|-------|-------|------|
|                                                                 |   |                       | 18-24 | 25-39 | 40-49 | 50-64 | 65 + |
| Base: Those Rating These Features<br>Very or Somewhat Important |   | 1031                  | 74    | 420   | 178   | 197   | 133  |
| Quality produce (fruits and vegetables)                         | % | 98                    | 97    | 99    | 95    | 99    | 99   |
| Good variety or wide selection                                  | % | 96                    | 96    | 96    | 96    | 98    | 94   |
| Quality meat                                                    | % | 95                    | 95    | 94    | 95    | 96    | 97   |
| Courteous, friendly employees                                   | % | 94                    | 90    | 92    | 93    | 98    | 96   |
| Good/low prices                                                 | % | 92                    | 89    | 94    | 89    | 89    | 92   |
| Readable and accurate shelf tags                                | % | 92                    | 87    | 90    | 95    | 95    | 92   |
| Convenient location                                             | % | 91                    | 91    | 91    | 90    | 92    | 93   |
| Fast checkout                                                   | % | 88                    | 84    | 87    | 87    | 91    | 82   |
| Items on sale, or money-saving specials                         | % | 84                    | 80    | 82    | 82    | 87    | 88   |
| Nutrition and health information available<br>for shoppers      | % | 84                    | 82    | 84    | 80    | 90    | 86   |
| Convenient store layout                                         | % | 76                    | 76    | 74    | 72    | 76    | 80   |
| Fresh food sections like a deli, bakery or<br>fresh fish*       | % | 76                    | 87    | 76    | 76    | 75    | 75   |
| National brands                                                 | % | 72                    | 54    | 74    | 68    | 75    | 75   |
| Express checkout                                                | % | 71                    | 72    | 67    | 65    | 74    | 81   |
| One-stop shopping                                               | % | 67                    | 63    | 64    | 61    | 74    | 72   |
| Generic or unbranded products                                   | % | 44                    | 55    | 46    | 46    | 40    | 42   |

\*In 1987, shoppers were asked to rate "specialty sections like a deli, bakery or fresh fish."

Table 4

## Importance of Supermarket Features, by Household Size

Q.: In the next series of questions, I'm going to read a list of factors that may or may not be important when a person decides where to shop for food. For each factor, please tell me if it is very important, somewhat important, not too important or not at all important to you when you select a primary food store.

Base: The shopping public

|                                                                 |   | Jan.<br>1989<br>Total | Household Size |     |       |      |                 |
|-----------------------------------------------------------------|---|-----------------------|----------------|-----|-------|------|-----------------|
|                                                                 |   |                       | One            | Two | Three | Four | Five<br>Or More |
| Base: Those Rating These Features<br>Very or Somewhat Important |   | 1031                  | 180            | 346 | 198   | 164  | 133             |
| Quality produce (fruits and vegetables)                         | % | 98                    | 97             | 97  | 99    | 99   | 99              |
| Good variety or wide selection                                  | % | 96                    | 93             | 97  | 98    | 96   | 95              |
| Quality meat                                                    | % | 95                    | 92             | 95  | 96    | 96   | 95              |
| Courteous, friendly employees                                   | % | 94                    | 95             | 95  | 94    | 94   | 92              |
| Good/low prices                                                 | % | 92                    | 89             | 91  | 94    | 92   | 92              |
| Readable and accurate shelf tags                                | % | 92                    | 91             | 92  | 92    | 94   | 93              |
| Convenient location                                             | % | 91                    | 91             | 92  | 94    | 86   | 93              |
| Fast checkout                                                   | % | 88                    | 89             | 88  | 87    | 84   | 89              |
| Items on sale, or money-saving specials                         | % | 84                    | 79             | 84  | 85    | 85   | 88              |
| Nutrition and health information available<br>for shoppers      | % | 84                    | 86             | 82  | 86    | 85   | 84              |
| Convenient store layout                                         | % | 76                    | 83             | 75  | 75    | 71   | 76              |
| Fresh food sections like a deli, bakery or<br>fresh fish*       | % | 76                    | 80             | 72  | 81    | 75   | 78              |
| National brands                                                 | % | 72                    | 74             | 74  | 73    | 70   | 67              |
| Express checkout                                                | % | 71                    | 79             | 74  | 73    | 58   | 62              |
| One-stop shopping                                               | % | 67                    | 69             | 67  | 75    | 57   | 64              |
| Generic or unbranded products                                   | % | 44                    | 38             | 43  | 44    | 55   | 44              |

\*In 1987, shoppers were asked to rate "specialty sections like a deli, bakery or fresh fish."

## Overall Satisfaction With Supermarkets

In 1989 *Trends* continued to examine shoppers' general level of satisfaction with their supermarkets. As an overall measure of satisfaction, shoppers were asked to rate their principal supermarket on a scale of one to ten, where "one" indicates their supermarket is doing a poor job and "ten" an excellent job.

Between 1988 and 1989 the mean rating of 7.9 was unchanged, indicating a consistently high level of satisfaction with supermarket performance (see Table 5). Similarly, the proportion who rated their supermarket "nine" or "ten" remained unchanged at 32 percent.

Among population subgroups, several differences emerge in their levels of satisfaction. The most important differences are described below.

- Compared with men, nonworking women are more likely to assign high ratings to their principal supermarket.
- A larger proportion of shoppers aged 40 and older rate their supermarket "nine" or "ten," compared with those aged 18 to 24. Similarly, a larger proportion 65 and older rate their supermarket "nine" or "ten," compared with those between the ages of 25 and 39.
- Compared with shoppers with some college, those with none are more likely to assign high ratings to their supermarket.
- By frequency of shopping, those who shop at least three times each week for groceries are less likely to rate their supermarket "nine" or "ten" than those who shop only once or twice a week.

Table 5

### Consumers Evaluate Their Principal Supermarket: 1987-1989

Q.: All things considered, how satisfied are you with the job the supermarket in which you usually shop is doing with respect to meeting your grocery shopping needs? Please use a scale of one to ten, where "one" means they are doing a poor job, and "ten" means they are doing an excellent job. Use any number between and including one to ten.

Base: The shopping public

|                          | Average Rating<br>(1 to 10 Scale) |      |      | Percent Rating<br>Supermarket<br>9 or 10 |           |           |
|--------------------------|-----------------------------------|------|------|------------------------------------------|-----------|-----------|
|                          | 1987                              | 1988 | 1989 | 1987<br>%                                | 1988<br>% | 1989<br>% |
| Total                    | 7.8                               | 7.9  | 7.9  | 31                                       | 32        | 32        |
| <i>Sex</i>               |                                   |      |      |                                          |           |           |
| Men                      | 7.6                               | 7.7  | 7.7  | 24                                       | 29        | 25        |
| Women                    | 7.9                               | 7.9  | 7.9  | 32                                       | 32        | 33        |
| Working                  | 7.7                               | 7.7  | 7.9  | 26                                       | 26        | 31        |
| Nonworking               | 8.1                               | 8.2  | 7.9  | 38                                       | 41        | 36        |
| <i>Type of Household</i> |                                   |      |      |                                          |           |           |
| With Children            | 7.7                               | 7.8  | 7.8  | 26                                       | 29        | 30        |
| No Children              | 8.0                               | 8.0  | 8.0  | 35                                       | 34        | 33        |
| <i>Size of Household</i> |                                   |      |      |                                          |           |           |
| 1                        | 8.1                               | 8.1  | 8.0  | 40                                       | 40        | 38        |
| 2                        | 7.9                               | 7.9  | 8.0  | 33                                       | 30        | 31        |
| 3                        | 7.8                               | 7.9  | 7.8  | 26                                       | 30        | 32        |
| 4                        | 7.7                               | 8.0  | 7.7  | 30                                       | 36        | 29        |
| 5 or more                | 7.9                               | 7.5  | 7.8  | 26                                       | 23        | 31        |
| <i>Age</i>               |                                   |      |      |                                          |           |           |
| 18-24                    | 7.3                               | 7.9  | 7.7  | 16                                       | 23        | 21        |
| 25-39                    | 7.6                               | 7.8  | 7.8  | 21                                       | 28        | 27        |
| 40-49                    | 7.9                               | 7.6  | 7.8  | 34                                       | 27        | 35        |
| 50-64                    | 8.2                               | 8.1  | 8.0  | 40                                       | 36        | 35        |
| 65 and older             | 8.3                               | 8.3  | 8.2  | 52                                       | 51        | 43        |

Table 6

## Consumers Evaluate Their Principal Supermarket

Q.: All things considered, how satisfied are you with the job the supermarket in which you usually shop is doing with respect to meeting your grocery shopping needs? Please use a scale of one to ten, where "one" means they are doing a poor job, and "ten" means they are doing an excellent job. Use any number between and including one to ten.

Base: The shopping public

|                                        | Average Rating<br>(1 to 10 Scale) | Percent Rating<br>Supermarket 9 or 10<br>% |
|----------------------------------------|-----------------------------------|--------------------------------------------|
| Total                                  | 7.9                               | 32                                         |
| <i>Income</i>                          |                                   |                                            |
| \$15,000 or less                       | 8.0                               | 35                                         |
| \$15,001-\$25,000                      | 8.0                               | 32                                         |
| \$25,001-\$35,000                      | 7.8                               | 28                                         |
| \$35,001-\$50,000                      | 7.7                               | 30                                         |
| \$50,001 or more                       | 7.7                               | 27                                         |
| <i>Education</i>                       |                                   |                                            |
| High school or less                    | 8.0                               | 36                                         |
| Some college/college graduate          | 7.8                               | 27                                         |
| <i>Frequency of Supermarket Visits</i> |                                   |                                            |
| Frequent Visitors                      | 7.7                               | 26                                         |
| Infrequent Visitors                    | 7.9                               | 34                                         |



# CHAPTER 2

## Spending and Saving Money

### The Weekly Grocery Bill

Over the course of the past year, average weekly grocery expenses increased slightly, from \$71 to \$74, reversing the decline observed from 1985 to 1988 (see Table 7). Not surprisingly, the proportion of shoppers who estimate their weekly grocery bill at \$100 or less decreased during the past year, while the proportion spending more than \$100 increased.

Weekly family grocery expenses increased for households of every size (see Table 8). The bill for single-person households fell just short of the 1986 high, at \$40, while expenses

for households of every other size classification reached new highs. The largest increases over the past year occurred for households of five or more (\$11 increase) and for three-person households (\$6 increase).

Between 1988 and 1989 the average per-person weekly grocery expenses increased for shoppers as a whole and for every demographic classification (see Table 9). Consistent with previous years, average per-person weekly grocery expenses decline as the size of the household increases. Similarly, average per-person grocery expenses for families with children tend to be lower than that for childless households.

Table 7

### Weekly Family Grocery Expenses: 1981-1989

Base: The shopping public

Q.: About how much do you spend each week on groceries for your family?

|                                 | Total        |              |              |              |              |              |              |              |              |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                 | Jan.<br>1981 | Jan.<br>1982 | Jan.<br>1983 | Jan.<br>1984 | Jan.<br>1985 | Jan.<br>1986 | Jan.<br>1987 | Jan.<br>1988 | Jan.<br>1989 |
|                                 | %            | %            | %            | %            | %            | %            | %            | %            | %            |
| \$0-\$40                        | 29           | 30           | 28           | 23           | 23           | 19           | 21           | 23           | 21           |
| \$41-\$60                       | 29           | 25           | 29           | 29           | 27           | 28           | 26           | 25           | 24           |
| \$61-\$100                      | 31           | 30           | 33           | 34           | 34           | 38           | 37           | 38           | 37           |
| \$101 and over                  | 6            | 8            | 9            | 9            | 12           | 13           | 12           | 11           | 14           |
| Not sure/no answer/refused      | N/A          | 7            | 1            | 4            | 4            | 3            | 3            | 3            | 5            |
| Average weekly grocery expenses | \$55         | \$58         | \$62         | \$64         | \$68         | \$74         | \$72         | \$71         | \$74         |

N/A = Not available in 1981.

May not add to 100 percent due to rounding.

Table 8

## Weekly Family Grocery Expenses, by Size of Household: 1982-1989

Base: The shopping public

Q.: About how much do you spend each week on groceries for your family?

| Size of Household | Total        |              |              |              |              |              |              |              |
|-------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                   | Jan.<br>1982 | Jan.<br>1983 | Jan.<br>1984 | Jan.<br>1985 | Jan.<br>1986 | Jan.<br>1987 | Jan.<br>1988 | Jan.<br>1989 |
|                   | \$           | \$           | \$           | \$           | \$           | \$           | \$           | \$           |
| 1                 | 33           | 36           | 40           | 40           | 41           | 33           | 38           | 40           |
| 2                 | 51           | 54           | 59           | 58           | 62           | 58           | 61           | 63           |
| 3                 | 70*          | 72*          | 71           | 76           | 76           | 77           | 74           | 80           |
| 4                 | 70*          | 72*          | 80           | 85           | 84           | 85           | 88           | 90           |
| 5 or more         | 90           | 85           | 82           | 92           | 103          | 104          | 98           | 109          |

\*Expenses for 1982 and 1983 are combined for three- and four-person households.

Table 9

## Average Per-Person Weekly Grocery Expenses: 1982-1989\*

Base: The shopping public

|                          | Total        |              |              |              |              |              |              |              |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                          | Jan.<br>1982 | Jan.<br>1983 | Jan.<br>1984 | Jan.<br>1985 | Jan.<br>1986 | Jan.<br>1987 | Jan.<br>1988 | Jan.<br>1989 |
|                          | \$           | \$           | \$           | \$           | \$           | \$           | \$           | \$           |
| Total                    | 21           | 22           | 23           | 24           | 27           | 24           | 26           | 29           |
| <i>Married</i>           |              |              |              |              |              |              |              |              |
| One spouse at home       | 20           | 20           | 22           | 23           | 25           | 23           | 24           | 26           |
| Two wage-earners         | 22           | 22           | 23           | 23           | 26           | 25           | 25           | 26           |
| <i>Type of Household</i> |              |              |              |              |              |              |              |              |
| With children            | 19           | 19           | 19           | 21           | 21           | 21           | 22           | 23           |
| No children              | 25           | 28           | 28           | 29           | 32           | 28           | 31           | 33           |
| <i>Size of Household</i> |              |              |              |              |              |              |              |              |
| 1                        | 33           | 36           | 40           | 40           | 41           | 33           | 38           | 40           |
| 2                        | 26           | 27           | 29           | 29           | 31           | 27           | 29           | 31           |
| 3-4                      | 20           | 21           | 22           | 23           | 23           | 23           | 23           | 25           |
| 5 or more                | 17           | 16           | 15           | 17           | 19           | 17           | 17           | 19           |
| <i>Region</i>            |              |              |              |              |              |              |              |              |
| East                     | 23           | 22           | 23           | 25           | 28           | 25           | 26           | 30           |
| Midwest                  | 20           | 20           | 22           | 21           | 25           | 22           | 25           | 26           |
| South                    | 20           | 24           | 23           | 24           | 26           | 25           | 26           | 28           |
| West                     | 23           | 24           | 24           | 26           | 27           | 24           | 29           | 31           |

\*Calculated from average weekly grocery expenses and household size. Where respondents couldn't provide data, they were omitted from the calculation.

## Saving Money

Shoppers in 1989 indicated far less frequent use of two money-saving measures: looking in the newspaper for grocery specials and using price-off coupons (see Table 10). The proportion who checked newspapers for specials pretty much every time they shopped fell to 34 percent in 1989 from 42 percent in 1988. Coupon use followed a similar trend, dropping from 40 percent to 35 percent. The proportion of shoppers who compare prices at different supermarkets fell slightly as well (from 26 percent to 23 percent), while the proportion who shop for advertised specials at supermarkets other than their principal one remained constant at 12 percent.

Several differences emerge when examining economizing behaviors by shopper category (see Table 11). Generally, the most consistent differences occur by sex, age and income: men tend to practice economizing measures less often than women; older shoppers are more diligent economizers than younger shoppers; and, not surprisingly, shoppers with lower household incomes tend to use economizing measures more often than those with higher incomes. These and other differences are described in detail below.

### *Look in the Newspaper for Grocery Specials*

- Nonworking women are more likely to look in the newspaper for grocery specials than working women or men.
- Shoppers aged 50 or older are more likely to practice this economizing measure, compared with those under 50.
- Shoppers whose 1988 household incomes exceeded \$50,000 are less likely to practice this measure than shoppers whose incomes are lower.
- Shoppers from non-metropolitan areas are more likely to look in the newspaper for grocery specials, than those from metropolitan areas.

### *Use Price-off Coupons*

- Nonworking women are the most likely to use coupons and men are the least likely.
- By age, shoppers 50 or older are more likely to use coupons than 18- to 24-year-olds, or 40- to 49-year-olds. Those aged 25 to 39 are more likely users than shoppers aged 18 to 24.

- Shoppers whose 1988 household incomes were \$15,000 or less, or between \$25,001 and \$50,000 are more likely to use coupons, than households earning more than \$50,000.
- Shoppers in the East are more likely than shoppers elsewhere to use coupons.
- Shoppers with \$61-\$100 grocery bills are more likely to use coupons than those spending \$41-\$60 or more than \$100.

### *Compare Prices at Different Supermarkets*

- Men are less likely than women to compare prices at different supermarkets.
- Shoppers aged 65 or older are more likely than those aged 25 to 39 to compare prices at different supermarkets. And shoppers aged 50 to 64 are more likely than those aged 18 to 49.
- As 1988 household incomes increase, shoppers are less likely to compare prices at different supermarkets. Households earning less than \$25,000 were more likely to compare prices than households earning more than \$25,000.
- Shoppers whose weekly grocery bill is \$61-\$100 are more likely to compare prices at different supermarkets than those whose bill exceeds \$100.

### *Go to Supermarkets Other Than Your Principal One for Advertised Specials*

- Women are more likely than men to go to a different supermarket for an advertised special.
- Shoppers aged 25 to 49 are less likely than those 50 and older to practice this economizing behavior.
- Shoppers whose 1988 household incomes were \$15,000 or less are more likely to go to a different supermarket for advertised specials than those whose 1988 household incomes exceeded \$50,000.
- Shoppers whose average weekly grocery bill is \$40 or less are more likely to shop for advertised specials than those whose bill is \$41 to \$60.

Table 10

# How Often Shoppers Use Supermarket Specials, Coupons and Price Comparisons: 1982-1989

Base: The shopping public

Q.: How often do you (READ EACH ITEM)—pretty ~~much~~ every time you shop, fairly often, only occasionally, or never?

|                                                                          |   | 1982                            | 1983                            | 1984                            | 1985                            | 1986                            | 1987                            | 1988                            | 1989                            |                 |                                |       |             |
|--------------------------------------------------------------------------|---|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------------|--------------------------------|-------|-------------|
|                                                                          |   | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Pretty<br>Much<br>Every<br>Time | Fairly<br>Often | Only<br>Occa-<br>sion-<br>ally | Never | Not<br>Sure |
| Use price-off coupons                                                    | % | 39                              | 38                              | 39                              | 30                              | 39                              | 37                              | 40                              | 35                              | 18              | 30                             | 16    | 1           |
| Look in the newspaper for grocery specials                               | % | 50                              | 52                              | 49                              | 41                              | 40                              | **                              | 42                              | 34                              | 19              | 28                             | 19    | *           |
| Compare prices at different supermarkets                                 | % | 32                              | 30                              | 29                              | 27                              | 25                              | 23                              | 26                              | 23                              | 16              | 32                             | 29    | *           |
| Go to supermarkets other than your principal one for advertised specials | % | 16                              | 13                              | 12                              | 10                              | 9                               | 12                              | 12                              | 12                              | 15              | 41                             | 32    | *           |

\* Less than 0.5 percent.

\*\* Not reported due to data anomaly.

Table 11

# How Shopper Subgroups Vary in Their Use of Supermarket Specials, Coupons and Price Comparisons

Base: The shopping public

Q.: How often do you (READ EACH ITEM)—pretty much every time you shop, fairly often, only occasionally, or never?

|                               | Jan<br>1989<br>Base |   | Look in<br>the Newspaper<br>for Grocery<br>Specials | Use Price-<br>off Coupons | Compare<br>Prices at<br>Different<br>Supermarkets | Go to Supermarkets<br>Other Than Your<br>Principal One for<br>Advertised Specials |
|-------------------------------|---------------------|---|-----------------------------------------------------|---------------------------|---------------------------------------------------|-----------------------------------------------------------------------------------|
| <i>Pretty Much Every Time</i> |                     |   |                                                     |                           |                                                   |                                                                                   |
| Total                         | 1031                | % | 34                                                  | 35                        | 23                                                | 12                                                                                |
| <i>Sex</i>                    |                     |   |                                                     |                           |                                                   |                                                                                   |
| Men                           | 406                 | % | 25                                                  | 25                        | 17                                                | 7                                                                                 |
| Women                         | 625                 | % | 36                                                  | 38                        | 24                                                | 13                                                                                |
| Working                       | 323                 | % | 29                                                  | 34                        | 23                                                | 12                                                                                |
| Nonworking                    | 300                 | % | 43                                                  | 42                        | 26                                                | 14                                                                                |
| <i>Age</i>                    |                     |   |                                                     |                           |                                                   |                                                                                   |
| 18-24                         | 74                  | % | 23                                                  | 22                        | 19                                                | 12                                                                                |
| 25-39                         | 420                 | % | 27                                                  | 36                        | 16                                                | 9                                                                                 |
| 40-49                         | 178                 | % | 28                                                  | 29                        | 24                                                | 8                                                                                 |
| 50-64                         | 197                 | % | 48                                                  | 39                        | 33                                                | 17                                                                                |
| 65 and over                   | 133                 | % | 43                                                  | 41                        | 31                                                | 17                                                                                |
| <i>Income</i>                 |                     |   |                                                     |                           |                                                   |                                                                                   |
| \$15,000 or less              | 188                 | % | 41                                                  | 41                        | 31                                                | 18                                                                                |
| \$15,001-\$25,000             | 220                 | % | 36                                                  | 32                        | 28                                                | 11                                                                                |
| \$25,001-\$35,000             | 182                 | % | 38                                                  | 40                        | 20                                                | 12                                                                                |
| \$35,001-\$50,000             | 175                 | % | 34                                                  | 39                        | 22                                                | 12                                                                                |
| \$50,001 or more              | 168                 | % | 17                                                  | 24                        | 13                                                | 6                                                                                 |
| <i>Region</i>                 |                     |   |                                                     |                           |                                                   |                                                                                   |
| East                          | 242                 | % | 33                                                  | 45                        | 22                                                | 10                                                                                |
| Midwest                       | 251                 | % | 37                                                  | 36                        | 25                                                | 14                                                                                |
| South                         | 326                 | % | 33                                                  | 31                        | 24                                                | 11                                                                                |
| West                          | 212                 | % | 30                                                  | 27                        | 18                                                | 12                                                                                |
| <i>Population Density</i>     |                     |   |                                                     |                           |                                                   |                                                                                   |
| Non-metropolitan              | 307                 | % | 40                                                  | 33                        | 25                                                | 13                                                                                |
| Metropolitan                  |                     |   |                                                     |                           |                                                   |                                                                                   |
| Under 1 million               | 343                 | % | 30                                                  | 34                        | 22                                                | 11                                                                                |
| 1 million or over             | 381                 | % | 30                                                  | 38                        | 22                                                | 11                                                                                |
| <i>Education</i>              |                     |   |                                                     |                           |                                                   |                                                                                   |
| High school or less           | 502                 | % | 40                                                  | 38                        | 30                                                | 15                                                                                |
| Some college/college graduate | 520                 | % | 27                                                  | 32                        | 15                                                | 9                                                                                 |
| <i>Weekly Food Bill</i>       |                     |   |                                                     |                           |                                                   |                                                                                   |
| \$40 or less                  | 217                 | % | 36                                                  | 34                        | 22                                                | 16                                                                                |
| \$41 to \$60                  | 249                 | % | 32                                                  | 31                        | 19                                                | 8                                                                                 |
| \$61 to \$100                 | 377                 | % | 32                                                  | 41                        | 26                                                | 11                                                                                |
| \$101 or more                 | 142                 | % | 29                                                  | 30                        | 15                                                | 10                                                                                |



# CHAPTER 3

## Shopping Patterns

### Switching Stores

In 1989, for the first time, *Trends* investigated store switching among shoppers. When asked if they had switched stores in the past year, seven shoppers in ten responded that they had not (see Table 12).

Men and women are about the same in store switching. By age and income, however, several differences emerge. Younger shoppers appear more likely than older shoppers to have switched stores in the past year. Specifically, larger proportions of shoppers between 25 and 39 switched than those 50 and older. By household income, shoppers in the \$25,001-\$35,000 range are more likely to have switched in the past year than those earning \$15,001-\$25,000 or more

than \$50,000.

As shown in Table 13, among shoppers who said they had switched stores, key reasons include:

- New store is closer/conveniently located (41 percent).
- Better/lower prices (37 percent).
- More variety/selection (23 percent).

Notably, each of the above factors is among the top criteria for selecting a supermarket, confirming their importance to shoppers (see Table 1). The two other oft-named reasons for switching, "better meat" and "better produce," are also among the top criteria for selecting a supermarket.

Table 12

### Switching Stores

Base: The shopping public

Q.: During the past year have you switched grocery stores?

|                               | Jan.<br>1989<br>Base |   | Switched Stores |    |             |
|-------------------------------|----------------------|---|-----------------|----|-------------|
|                               |                      |   | Yes             | No | Not<br>Sure |
| Total                         | 1031                 | % | 29              | 70 | 1           |
| Sex                           |                      |   |                 |    |             |
| Men                           | 406                  | % | 30              | 69 | 2           |
| Women                         | 625                  | % | 29              | 70 | 1           |
| Working                       | 323                  | % | 30              | 69 | 1           |
| Nonworking                    | 300                  | % | 28              | 72 | 1           |
| Age                           |                      |   |                 |    |             |
| 18-24                         | 74                   | % | 34              | 66 | 0           |
| 25-39                         | 420                  | % | 35              | 64 | 1           |
| 40-49                         | 178                  | % | 28              | 71 | 1           |
| 50-64                         | 197                  | % | 24              | 75 | 1           |
| 65 or older                   | 133                  | % | 21              | 77 | 2           |
| Income                        |                      |   |                 |    |             |
| \$15,000 or less              | 188                  | % | 31              | 67 | 2           |
| \$15,001-\$25,000             | 220                  | % | 26              | 73 | 1           |
| \$25,001-\$35,000             | 182                  | % | 39              | 61 | *           |
| \$35,001-\$50,000             | 175                  | % | 32              | 67 | 1           |
| \$50,001 or more              | 168                  | % | 27              | 73 | *           |
| Education                     |                      |   |                 |    |             |
| High school or less           | 502                  | % | 30              | 70 | 1           |
| Some college/college graduate | 520                  | % | 29              | 70 | 1           |

\*Less than 0.5 percent.

**Table 13****Reasons for Store Switching**

Base: Those who switched grocery stores

Q.: For what reasons did you switch?

|                                              |   | <b>Jan.<br/>1989<br/>Total</b> |
|----------------------------------------------|---|--------------------------------|
| <b>Base</b>                                  |   | <b>302</b>                     |
| New store is closer/<br>conveniently located | % | <b>41</b>                      |
| Better/lower prices                          | % | <b>37</b>                      |
| More variety/selection                       | % | <b>23</b>                      |
| Better meats                                 | % | <b>10</b>                      |
| Better produce                               | % | <b>9</b>                       |
| Other                                        | % | <b>26</b>                      |
| Not sure                                     | % | <b>1</b>                       |

## Visits to Supermarkets in an Average Week

Between 1981 and 1989, the average number of trips shoppers made to the supermarket in a typical week fluctuated between 2.0 and 2.6 (see Table 14). In six of the nine years, including 1989, the average number of trips has averaged 2.3. Reflecting the steady pace of supermarket visits, the proportions of shoppers falling into each frequency grouping has varied only slightly.

Men and women are virtually identical in the average number of trips in a typical week (see Table 15). The only notable difference is that nonworking women are less likely

than men or working women to make three visits a week to a supermarket.

By age, shoppers between 25 and 49 are less likely to make a single trip in a week than those between 50 and 64 (see Table 15). Those who are 65 or older are more likely than 40- to 49-year-olds to make a single trip to the supermarket. Compared with 18- to 24-year-olds and shoppers at least 65 years old, those aged 40 to 49 are more likely to make three or four trips to the supermarket in a typical week.

Generally, the average number of supermarket visits per week increases with the size of the household (see Table 16).

Table 14

### How Often Shoppers Go to the Supermarket in an Average Week: 1981-1989

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once, and going to different stores.

|                                               | Total        |              |              |              |              |              |              |              |              |
|-----------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                                               | Jan.<br>1981 | Jan.<br>1982 | Jan.<br>1983 | Jan.<br>1984 | Jan.<br>1985 | Jan.<br>1986 | Jan.<br>1987 | Jan.<br>1988 | Jan.<br>1989 |
|                                               | %            | %            | %            | %            | %            | %            | %            | %            | %            |
| <i>Number of Visits</i>                       |              |              |              |              |              |              |              |              |              |
| 1                                             | 26           | 31           | 31           | 31           | 29           | 31           | 29           | 28           | 30           |
| 2                                             | 33           | 32           | 34           | 31           | 32           | 34           | 32           | 32           | 31           |
| 3                                             | 21           | 20           | 20           | 20           | 20           | 20           | 21           | 22           | 21           |
| 4                                             | 8            | 7            | 8            | 8            | 9            | 6            | 8            | 9            | 6            |
| 5                                             | 4            | 3            | 3            | 4            | 4            | 4            | 3            | 4            | 3            |
| 6 or more                                     | 6            | 3            | 3            | 3            | 4            | 2            | 4            | 3            | 5            |
| Every 2 weeks                                 | 1            | 1            | *            | 2            | 2            | 1            | 1            | 2            | 3            |
| Average number of supermarket visits per week | 2.6          | 2.3          | 2.3          | 2.3          | 2.3          | 2.0          | 2.4          | 2.3          | 2.3          |

\*Less than 0.5 percent.

Table 15

## How Often Shoppers Go to the Supermarket in an Average Week, by Sex and Age

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once, and going to different stores.

|                                                     | Jan.<br>1989 | Women |       |         |            | Age   |       |       |       |     |
|-----------------------------------------------------|--------------|-------|-------|---------|------------|-------|-------|-------|-------|-----|
|                                                     | Total        | Men   | Total | Working | Nonworking | 18-24 | 25-39 | 40-49 | 50-64 | 65+ |
| Base                                                | 1031         | 406   | 625   | 323     | 300        | 74    | 420   | 178   | 197   | 133 |
|                                                     | %            | %     | %     | %       | %          | %     | %     | %     | %     | %   |
| Number<br>of Visits                                 |              |       |       |         |            |       |       |       |       |     |
| 1                                                   | 30           | 27    | 31    | 29      | 34         | 33    | 29    | 23    | 38    | 35  |
| 2                                                   | 31           | 32    | 31    | 30      | 31         | 30    | 34    | 29    | 27    | 29  |
| 3                                                   | 21           | 24    | 20    | 25      | 14         | 15    | 21    | 28    | 20    | 16  |
| 4                                                   | 6            | 6     | 6     | 5       | 8          | 3     | 5     | 10    | 9     | 4   |
| 5                                                   | 3            | 3     | 3     | 3       | 2          | 6     | 4     | 3     | 1     | 2   |
| 6 or more                                           | 5            | 4     | 5     | 4       | 5          | 9     | 5     | 6     | 3     | 3   |
| Every 2 weeks                                       | 3            | 3     | 3     | 3       | 3          | 5     | 3     | 1     | 2     | 7   |
| Average number of<br>supermarket visits<br>per week | 2.3          | 2.3   | 2.2   | 2.3     | 2.2        | 2.3   | 2.3   | 2.6   | 2.1   | 2.0 |

May not add to 100 percent due to rounding.

Table 16

## How Often Shoppers Go to the Supermarket in an Average Week, by Size of Household

Base: The shopping public

Q.: About how many visits do you make to the supermarket in an average week? That includes going to the same store more than once, and going to different stores.

|                                               | Jan.<br>1989 | Size of Household |     |       |      |              |
|-----------------------------------------------|--------------|-------------------|-----|-------|------|--------------|
|                                               | Total        | One               | Two | Three | Four | Five or More |
| Base                                          | 1031         | 180               | 346 | 198   | 164  | 133          |
|                                               | %            | %                 | %   | %     | %    | %            |
| <i>Number of Visits</i>                       |              |                   |     |       |      |              |
| 1                                             | 30           | 41                | 34  | 28    | 26   | 18           |
| 2                                             | 31           | 30                | 31  | 31    | 34   | 28           |
| 3                                             | 21           | 12                | 22  | 21    | 22   | 27           |
| 4                                             | 6            | 6                 | 6   | 6     | 6    | 9            |
| 5                                             | 3            | 1                 | 1   | 4     | 4    | 5            |
| 6 or more                                     | 5            | 1                 | 3   | 4     | 5    | 12           |
| Every 2 weeks                                 | 3            | 7                 | 3   | 3     | 1    | 0            |
| Average number of supermarket visits per week | 2.3          | 1.8               | 2.1 | 2.3   | 2.4  | 2.9          |

## Supermarkets and Takeout Food

In the examination of shopping patterns, in 1989 *Trends* again asked shoppers where they usually buy food that is eaten — but not prepared — at home (see Table 17). The most common source for takeout food is fast-food stores (41 percent). A third buy it from the carryout section of a restaurant, while somewhat more than one in ten (12 percent) buy it from the carryout section of a supermarket. This proportion is relatively unchanged from 1988.

Several differences emerge in the use of supermarkets as sources of takeout food, most notably by household size, age, income, and whether or not a member of the household is on a medically restricted diet. Findings relating to these variables are summarized below (see Table 18).

- Shoppers from two-person households are more likely to buy meals from the carryout section of a supermarket than those from households of three or more.

- Shoppers 50 or older are more likely to use the carryout section of a supermarket than those aged 25 to 49.
- Shoppers with 1988 household incomes of \$15,000 or less are more likely to buy takeout food from a supermarket than those from households earning \$25,001-\$35,000 and more than \$50,000.
- A higher proportion of shoppers with a household member on a medically restricted diet buy takeout food from the supermarket than other shoppers. This behavior may be driven by the types of takeout foods that are available at a supermarket, as opposed to those available at a fast-food store. As noted in a previous study conducted by the Food Marketing Institute and the Campbell Soup Company, "The dominant images of supermarket takeout food are that it is fresh, high quality, offers good value for the money, healthful, and nutritious." (1987).

Table 17

### Source of Takeout Food: 1986-1989

Base: The shopping public

Q.: When meals are eaten at home, but not prepared at home, where do you usually buy the food? Would you say *most often* from a fast-food store, a carryout section of a restaurant, a carryout section of a supermarket or from some other place?

|                                   | Jan.<br>1986<br>Total | Jan.<br>1987<br>Total | Jan.<br>1988<br>Total | Jan.<br>1989<br>Total |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Base                              | 1004                  | 1007                  | 1019                  | 1031                  |
|                                   | %                     | %                     | %                     | %                     |
| Fast-food store                   | 43                    | 44                    | 41                    | 41                    |
| Carryout section of a restaurant  | 38                    | 33                    | 38                    | 33                    |
| Carryout section of a supermarket | 10                    | 9                     | 11                    | 12                    |
| Some other place                  | 2                     | 7                     | 3                     | 6                     |
| It varies (Vol.)                  | 1                     | 1                     | 1                     | 3                     |
| Don't eat out                     | x                     | x                     | x                     | 7                     |
| Not sure                          | 3                     | 3                     | 4                     | 1                     |

x = Not asked.

Table 18

## Use of Supermarkets as Sources of Takeout Food

Base: The shopping public

Q.: When meals are eaten at home, but not prepared at home, where do you usually buy the food?  
 Would you say most often from a fast-food store, a carryout section of a restaurant, a carryout section of a supermarket or from some other place?

|                                  |                |   | Jan. 1989                                              |
|----------------------------------|----------------|---|--------------------------------------------------------|
|                                  | Jan. 1989 Base |   | Use Carryout Section of a Supermarket for Takeout Food |
| Total                            | 1031           | % | 12                                                     |
| <i>Size of Household</i>         |                |   |                                                        |
| 1                                | 180            | % | 13                                                     |
| 2                                | 346            | % | 16                                                     |
| 3                                | 198            | % | 10                                                     |
| 4                                | 164            | % | 7                                                      |
| 5 or more                        | 133            | % | 9                                                      |
| <i>Age</i>                       |                |   |                                                        |
| 18-24                            | 74             | % | 11                                                     |
| 25-39                            | 420            | % | 9                                                      |
| 40-49                            | 178            | % | 8                                                      |
| 50-64                            | 197            | % | 19                                                     |
| 65 or older                      | 133            | % | 18                                                     |
| <i>Income</i>                    |                |   |                                                        |
| \$15,000 or less                 | 188            | % | 17                                                     |
| \$15,001 to \$25,000             | 220            | % | 11                                                     |
| \$25,001 to \$35,000             | 182            | % | 9                                                      |
| \$35,001 to \$50,000             | 175            | % | 13                                                     |
| \$50,000 or more                 | 168            | % | 10                                                     |
| <i>Medically Restricted Diet</i> |                |   |                                                        |
| Yes                              | 202            | % | 18                                                     |
| No                               | 825            | % | 10                                                     |

# CHAPTER 4

## New Products and Services

### Availability

The 1989 *Trends* again asked shoppers about the availability of various new products and services in their supermarket (see Table 19). Over the past year, 6 of the 17 items included in the inquiry showed a significant change in the proportions of shoppers whose supermarkets were observed to carry each item. In all but one instance, "gourmet or specialty foods," the change constituted a significant increase. The largest increase occurred for the proportion of shoppers whose supermarkets carry postage stamps: 46 percent report their supermarket carrying postage stamps, an increase of 12 percentage points. Items showing increases of at least five percentage points:

- Postage stamps (+ 12 percentage points to 46 percent).
- Automatic teller machines (+ 7 points to 42 percent).
- Partially prepared foods that require less time to prepare at home (+ 6 points to 83 percent).
- Fresh pizza (+ 6 points to 53 percent).
- Video rentals (+ 6 points to 50 percent).

Photo finishing and prescription drug counters showed slight increases of 4 percentage points each to 54 percent and 31 percent, respectively.

Since 1986 several products appear to have become well-established supermarket items, as indicated by the consistently high proportions of shoppers whose supermarkets carry them. Items that appear to have become established include:

- Food products designed especially for microwave cooking (94 percent).
- Unbranded or generic products (83 percent).
- Delicatessen or other carryout food items (82 percent).

In addition to those items, products and services carried by the supermarkets of at least half of all shoppers include:

- Partially prepared foods that require less time to prepare at home (83 percent).
- Gourmet or specialty foods (66 percent).
- Unpackaged or bulk foods (55 percent).
- Photo finishing (54 percent).
- Fresh pizza (53 percent).
- Video rentals (50 percent).

In 1989 *Trends* asked shoppers for the first time if their principal supermarket has a full-service, in-store bank. Only one shopper in six (17 percent) responded affirmatively.

### Using New Products and Services

Shoppers who stated that their supermarket offers a particular product or service were asked how often they used each item (see Table 20). Those used frequently by the largest proportion of shoppers are:

- Food products designed especially for microwave cooking (29 percent).
- Delicatessen and other carryout food items (27 percent).
- Ice cream shop ice cream (27 percent).
- Postage stamps (20 percent).

Items that more than half of all shoppers say they never use:

- Home shopping and delivery service for groceries (81 percent).
- Food catering (66 percent).
- Video rentals (58 percent).
- A full-service, in-store bank (56 percent).
- Photo finishing (53 percent).

Over the past year substantial changes occurred in the proportions of shoppers who frequently use several specific items. The proportions who frequently use prescription drug counters and automatic teller machines appear to have declined substantially (9 and 7 percentage points, respectively), while those frequently using ice cream shop ice cream and gourmet or specialty foods appear to have increased substantially (14 and 6 percentage points, respectively). While these proportions may indicate actual changes in shopper behavior, caution is necessary when interpreting these numbers due to the relatively small numbers of shoppers answering each question. For example, in the case of ice cream shop ice cream, only 9 percent of the total were eligible to be asked about their use of this item. Their responses, while accurate, are necessarily associated with a higher statistical error due to the small number of people responding.

Table 19

## Availability of New Products and Services

Base: The shopping public

Q.: Thinking about the supermarket where you do most of your shopping, does it carry or have (READ EACH ITEM)?

|                                                                    |   | Jan.<br>1986 | Jan.<br>1987 | Jan.<br>1988 | Jan. 1989* |    |             |
|--------------------------------------------------------------------|---|--------------|--------------|--------------|------------|----|-------------|
|                                                                    |   | Yes          | Yes          | Yes          | Yes        | No | Not<br>Sure |
| Food products designed especially for microwave cooking            | % | 86           | 89           | 93           | 94         | 3  | 3           |
| Unbranded or generic products                                      | % | 87           | 86           | 85           | 83         | 11 | 6           |
| Partially prepared foods that require less time to prepare at home | % | 63           | 78           | 77           | 83         | 10 | 7           |
| Delicatessen or other carryout food items                          | % | 74           | 78           | 80           | 82         | 18 | 1           |
| Gourmet or specialty foods                                         | % | 70           | 72           | 74           | 66         | 28 | 7           |
| Unpackaged or bulk food                                            | % | 54           | 61           | 56           | 55         | 37 | 7           |
| Photo finishing                                                    | % | x            | x            | 50           | 54         | 39 | 7           |
| Fresh (not frozen) pizza                                           | % | 47           | 52           | 47           | 53         | 39 | 8           |
| Video rentals                                                      | % | x            | 38           | 44           | 50         | 44 | 7           |
| Postage stamps                                                     | % | x            | 29           | 34           | 46         | 38 | 16          |
| Food catering                                                      | % | 38           | 41           | 45           | 47         | 43 | 10          |
| A salad bar**                                                      | % | 51           | 37           | 40           | 42         | 56 | 2           |
| Automatic teller machines                                          | % | 33           | 32           | 35           | 42         | 51 | 7           |
| Prescription drug counter                                          | % | x            | x            | 27           | 31         | 67 | 2           |
| A full-service, in-store bank                                      | % | x            | x            | x            | 17         | 79 | 4           |
| Ice cream shop (not packaged) ice cream                            | % | x            | x            | 6            | 9          | 90 | 1           |
| Home shopping and delivery service for groceries                   | % | 7            | 5            | 7            | 8          | 81 | 11          |

x = Not asked.

\*Split sample; bases = 513 and 518.

\*\*In 1986, shoppers were asked if their supermarket carried "items from a salad bar." In 1987, shoppers were asked if their supermarket had "a salad bar."

May not add to 100 percent due to rounding.

Table 20

## Shoppers' Use of New Products and Services

Base: The shopping public who say their supermarkets have the product or service

Q.: How often do you use or purchase (READ EACH ITEM)? Would you say frequently, occasionally, rarely, or never?

|                                                                    |   | Jan.<br>1986    | Jan.<br>1987    | Jan.<br>1988    | Jan. 1989**     |                   |        |       |             |
|--------------------------------------------------------------------|---|-----------------|-----------------|-----------------|-----------------|-------------------|--------|-------|-------------|
|                                                                    |   | Fre-<br>quently | Fre-<br>quently | Fre-<br>quently | Fre-<br>quently | Occa-<br>sionally | Rarely | Never | Not<br>Sure |
| Food products designed especially for microwave cooking            | % | 18              | 22              | 25              | 29              | 34                | 15     | 21    | 1           |
| Delicatessen or other carryout food items                          | % | 25              | 28              | 27              | 27              | 44                | 18     | 10    | 1           |
| Ice cream shop.(not packaged) ice cream                            | % | x               | x               | 13              | 27              | 38                | 18     | 20    | 0           |
| Postage stamps                                                     | % | x               | 30              | 23              | 20              | 29                | 15     | 34    | 1           |
| Partially prepared foods that require less time to prepare at home | % | 14              | 16              | 16              | 18              | 46                | 24     | 12    | *           |
| A full-service, in-store bank                                      | % | x               | x               | x               | 18              | 19                | 7      | 56    | 1           |
| Unbranded or generic products                                      | % | 16              | 19              | 17              | 17              | 34                | 24     | 24    | 1           |
| Prescription drug counter                                          | % | x               | x               | 26              | 17              | 24                | 12     | 46    | *           |
| Unpackaged or bulk food                                            | % | 22              | 20              | 15              | 17              | 37                | 22     | 22    | 1           |
| Video rentals                                                      | % | x               | 11              | 14              | 17              | 16                | 10     | 58    | *           |
| Automatic teller machines                                          | % | 33              | 24              | 23              | 16              | 22                | 13     | 46    | 3           |
| A salad bar                                                        | % | 20              | 13              | 12              | 14              | 31                | 23     | 32    | 1           |
| Gourmet or specialty foods                                         | % | 8               | 13              | 8               | 14              | 42                | 33     | 10    | *           |
| Photo finishing                                                    | % | x               | x               | 15              | 12              | 24                | 11     | 53    | 1           |
| Fresh (not frozen) pizza                                           | % | 6               | 11              | 10              | 10              | 37                | 26     | 27    | *           |
| Home shopping and delivery service for groceries                   | % | 10              | 3               | 3               | 2               | 2                 | 14     | 81    | 0           |
| Food catering                                                      | % | 3               | 2               | 2               | 2               | 12                | 19     | 66    | 3           |

x = Not asked.

\*Less than 0.5 percent.

\*\*Split sample; bases = 513 and 518.

May not add to 100 percent due to rounding.

## Potential Use of New Products and Services

Shoppers whose supermarkets do not carry a particular item were asked how frequently they would use the item if it were available (see Table 21). Items named "frequently" by the largest proportions:

- Postage stamps (27 percent).
- Automatic teller machines (19 percent).
- Food products designed especially for microwave cooking (19 percent).

Notably, postage stamps and microwave food products are two of the four "frequent" items named by the largest proportion of actual users.

Items that more than half of potential users would

"never" buy or use are food catering, and home shopping and delivery service for groceries. While the proportions are somewhat lower for potential users, these findings are consistent with those of actual users.

Several items showed major changes in the proportions of potential shoppers who say they would use each item frequently. Most noticeably, increases of 12 and 9 percentage points occurred for microwave food products and unbranded or generic products, respectively, while a decrease of 9 percentage points occurred for delicatessen or other carryout food items. As noted above, these changes may indicate actual changes in attitudes; caution must be used, however, when interpreting these changes due to the small number of shoppers eligible to respond.

Table 21

### Potential Use of New Products and Services

Base: The shopping public who say their supermarkets do not have the product or service

Q.: If your supermarket carried or had (READ EACH ITEM), how often do you think you would use or purchase it? Would you say frequently, occasionally, rarely, or never?

|                                                                    |   | Jan.<br>1986    | Jan.<br>1987    | Jan.<br>1988    | Jan. 1989*      |                   |        |       |             |
|--------------------------------------------------------------------|---|-----------------|-----------------|-----------------|-----------------|-------------------|--------|-------|-------------|
|                                                                    |   | Fre-<br>quently | Fre-<br>quently | Fre-<br>quently | Fre-<br>quently | Occa-<br>sionally | Rarely | Never | Not<br>Sure |
| Postage stamps                                                     | % | x               | 27              | 22              | 27              | 34                | 12     | 25    | 3           |
| Automatic teller machines                                          | % | 15              | 14              | 15              | 19              | 23                | 19     | 33    | 7           |
| Food products designed especially for microwave cooking            | % | 7               | 16              | 7               | 19              | 44                | 13     | 19    | 6           |
| Prescription drug counter                                          | % | x               | x               | 14              | 17              | 23                | 17     | 38    | 5           |
| Unbranded or generic products                                      | % | 8               | 6               | 8               | 17              | 22                | 13     | 44    | 4           |
| A full-service in-store bank                                       | % | x               | x               | x               | 16              | 18                | 12     | 48    | 6           |
| A salad bar**                                                      | % | 8               | 11              | 12              | 15              | 29                | 24     | 29    | 2           |
| Partially prepared foods that require less time to prepare at home | % | 8               | 13              | 13              | 14              | 48                | 18     | 18    | 2           |
| Gourmet or specialty foods                                         | % | 4               | 8               | 8               | 13              | 45                | 28     | 11    | 2           |
| Delicatessen or other carryout food items                          | % | 13              | 18              | 22              | 13              | 46                | 20     | 20    | 1           |
| Fresh (not frozen) pizza                                           | % | 7               | 10              | 12              | 12              | 32                | 20     | 35    | 2           |
| Ice cream shop (not packaged) ice cream                            | % | x               | x               | 16              | 11              | 34                | 20     | 32    | 2           |
| Photo finishing                                                    | % | x               | x               | 9               | 10              | 32                | 18     | 39    | 1           |
| Video rentals                                                      | % | x               | 9               | 12              | 9               | 29                | 17     | 43    | 1           |
| Home shopping and delivery service for groceries                   | % | 8               | 11              | 11              | 9               | 17                | 16     | 56    | 3           |
| Unpackaged or bulk food                                            | % | 9               | 11              | 10              | 8               | 29                | 20     | 39    | 4           |
| Food catering                                                      | % | 3               | 4               | 2               | 3               | 13                | 22     | 60    | 2           |

x = Not asked.

\*Split sample; bases = 513 and 518.

\*\*In 1986, shoppers were asked if their supermarket carried "items from a salad bar." In 1987, shoppers were asked if their supermarket had "a salad bar." May not add to 100 percent due to rounding.

# CHAPTER 5

## Nutrition

### Evaluation of Diet

In 1989, for the first time, *Trends* asked shoppers to evaluate the healthfulness of their diets. Specifically, they were asked if their diets could be a lot healthier, somewhat healthier, are healthy enough, or are as healthy as they possibly could be. Fully two-thirds (67 percent) of all shoppers indicated that there is room for improvement in their diets (see Table 22). One shopper in eight (13 percent) said that their diets could be a lot healthier, while over half (54 percent) said they could be somewhat healthier. Just under one shopper in ten (9 percent) indicated that their diets are as healthy as they possibly could be.

Several differences become apparent when examining shoppers' characterizations of their diets by various subgroups:

- More working women than men feel their diets could be somewhat healthier. Conversely, a smaller proportion feel that their diets are healthy enough.

- Those without children are more likely than shoppers with children to consider their diets to be healthy enough or as healthy as they could possibly be.
- Older shoppers are more likely than younger shoppers to view their diets as healthy. Specifically, larger proportions of shoppers 50 and older rate their diets as healthy enough or as healthy as possible, compared with those under 50. Conversely, shoppers 18 to 49 years old are more likely to state that their diets could be somewhat or a lot healthier.

When asked what they are eating more or less of to ensure that their diets are healthy, an overwhelming proportion (59 percent) of shoppers said "eating more fruits/vegetables" (see Table 23). The only other responses named by at least one shopper in five are "less red meat" (33 percent), "less fats/oils" (22 percent) and "less sugar" (20 percent).

Table 22

### Evaluation of Diet

Base: The shopping public

Q.: Thinking of all the foods you eat at home and away from home, how would you describe your diet? Would you say that it could be a lot healthier, could be somewhat healthier, is healthy enough, or is as healthy as it could possibly be?

|                   | Jan. 1989 Base | % | Jan. 1989                |                             |                   |                                       |          |
|-------------------|----------------|---|--------------------------|-----------------------------|-------------------|---------------------------------------|----------|
|                   |                |   | Could Be a Lot Healthier | Could Be Somewhat Healthier | Is Healthy Enough | Is as Healthy as It Could Possibly Be | Not Sure |
| Total             | 1031           | % | 13                       | 54                          | 24                | 9                                     | *        |
| Sex               |                |   |                          |                             |                   |                                       |          |
| Men               | 406            | % | 15                       | 48                          | 30                | 7                                     | 1        |
| Women             | 625            | % | 13                       | 56                          | 22                | 9                                     | *        |
| Working           | 323            | % | 14                       | 59                          | 19                | 8                                     | *        |
| Nonworking        | 300            | % | 11                       | 52                          | 26                | 11                                    | 0        |
| Type of Household |                |   |                          |                             |                   |                                       |          |
| With children     | 428            | % | 16                       | 59                          | 20                | 5                                     | 0        |
| No children       | 599            | % | 11                       | 50                          | 26                | 12                                    | 1        |
| Age               |                |   |                          |                             |                   |                                       |          |
| 18-24             | 74             | % | 22                       | 52                          | 24                | 2                                     | 0        |
| 25-39             | 420            | % | 16                       | 57                          | 22                | 5                                     | 0        |
| 40-49             | 178            | % | 13                       | 64                          | 14                | 9                                     | 0        |
| 50-64             | 197            | % | 10                       | 47                          | 29                | 13                                    | 1        |
| 65 or older       | 133            | % | 6                        | 44                          | 31                | 18                                    | 2        |

\*Less than 0.5 percent.

**Table 23****Diet Behavior**

Base: The shopping public

Q.: What, if anything, are you eating more or less of to ensure that your diet is healthy?

|                                      |   | <b>Jan.<br/>1989<br/>Total</b> |
|--------------------------------------|---|--------------------------------|
| Base                                 |   | <b>1031</b>                    |
| More fruits/vegetables               | % | <b>59</b>                      |
| Less meat/red meat                   | % | <b>33</b>                      |
| Less fats/oils                       | % | <b>22</b>                      |
| Less sugar                           | % | <b>20</b>                      |
| Eating more fish                     | % | <b>18</b>                      |
| Eating more chicken                  | % | <b>16</b>                      |
| Less salt                            | % | <b>13</b>                      |
| More fiber                           | % | <b>13</b>                      |
| Less cholesterol                     | % | <b>12</b>                      |
| Less fried foods                     | % | <b>10</b>                      |
| More fresh foods                     | % | <b>8</b>                       |
| Fewer calories                       | % | <b>5</b>                       |
| More protein                         | % | <b>5</b>                       |
| More balanced diet/wider variety     | % | <b>3</b>                       |
| More organically grown/natural foods | % | <b>2</b>                       |
| More vitamin/mineral supplements     | % | <b>2</b>                       |
| More foods high in vitamins/minerals | % | <b>2</b>                       |
| Other                                | % | <b>20</b>                      |
| Nothing                              | % | <b>5</b>                       |
| Not sure                             | % | <b>3</b>                       |

## Factors for Food Selection

Almost all shoppers (96 percent) state that nutrition is a somewhat or very important factor when they purchase food (see Table 24). Over three-fourths (76 percent) indicate that nutrition is a very important factor (up 4 percentage points from 1988). The only factor rated as very important by a significantly larger proportion is "taste" (87 percent).

The proportion who rate product safety as very important (74 percent) is virtually identical to the proportion rating nutrition very important. Price is considered very important by over three-fifths of all shoppers (64 percent), while no more than two in five view storability, food preparation time and ease of preparation as very important. Notable declines occurred for both product safety (decrease of 9 percentage points) and storability (decrease of 13 percentage points).

While the above findings indicate clearly that nutrition plays a major role in food selection, one can infer that nutrition also is an underlying factor in the selection of a supermarket. As noted in Chapter 1, "quality produce (fruits and vegetables)" is the top-rated item in supermarket selection (see Table 1). These products are also the most closely identified with good nutrition (see Table 23). Furthermore, 84 percent of all shoppers rated nutrition and health information available for shoppers as somewhat or very important in selecting a supermarket (see Table 1). Drawing on each of these findings, one can infer that shoppers are cognizant

of nutritional concerns both at the point when they select a supermarket and when they select particular food items.

Among different subgroups of shoppers, variation exists in the importance each assigns to nutrition. Key differences emerge by sex, age, education, whether a household member is on a medically restricted diet, and whether shoppers avoid buying certain foods for fear they may be unsafe (see Table 25). Significant differences are described below.

- Larger proportions of women than men view nutrition as very important.
- Older shoppers are more likely to consider nutrition very important, compared with younger shoppers. Specifically, larger proportions of those aged 50 to 64 view nutrition as very important, relative to those between the ages of 18 and 49. Similarly, compared with shoppers between 18 and 24 years old, a larger proportion of those 65 or older consider nutrition to be very important.
- A larger proportion of shoppers with a household member on a medically restricted diet view nutrition as very important.
- Shoppers who avoid certain food items fearing they may be unsafe are more likely than others to consider nutrition to be very important.

**Table 24** Importance of Various Factors in Food Selection

Base: The shopping public

Q.: I'd like to start by reading a list of factors that may or may not be important when a person shops for food. For each factor, please tell me whether it is very important, somewhat important, not too important, or not at all important to you when you shop for food.

|                       |   | Jan.<br>1988<br>Very<br>Important | Jan. 1989         |                       |                      |                         |             |
|-----------------------|---|-----------------------------------|-------------------|-----------------------|----------------------|-------------------------|-------------|
|                       |   |                                   | Very<br>Important | Somewhat<br>Important | Not Too<br>Important | Not at All<br>Important | Not<br>Sure |
| Taste                 | % | 88                                | 87                | 10                    | 2                    | 1                       | 1           |
| Nutrition             | % | 72                                | 76                | 20                    | 2                    | 2                       | •           |
| Product safety        | % | 83                                | 74                | 16                    | 6                    | 2                       | 3           |
| Price                 | % | 65                                | 64                | 28                    | 7                    | 1                       | 1           |
| Storability           | % | 53                                | 40                | 36                    | 17                   | 4                       | 2           |
| Food preparation time | % | x                                 | 37                | 36                    | 22                   | 5                       | 1           |
| Ease of preparation   | % | 39                                | 36                | 39                    | 20                   | 4                       | 2           |

x = Not asked.

• Less than 0.5 percent.

May not add to 100 percent due to rounding.

Table 25

## Importance of Nutrition in Food Selection

Base: The shopping public

Q.: I'd like to start by reading a list of factors that may or may not be important when a person shops for food. For each factor, please tell me whether it is very important, somewhat important, not too important, or not at all important to you when you shop for food. How important is nutrition?

|                                  | Jan.<br>1989<br>Base | % | Jan. 1989         |                       |                      |                         |             |
|----------------------------------|----------------------|---|-------------------|-----------------------|----------------------|-------------------------|-------------|
|                                  |                      |   | Very<br>Important | Somewhat<br>Important | Not Too<br>Important | Not at All<br>Important | Not<br>Sure |
| Total                            | 1031                 | % | 76                | 20                    | 2                    | 2                       | *           |
| <i>Sex</i>                       |                      |   |                   |                       |                      |                         |             |
| Men                              | 406                  | % | 65                | 26                    | 6                    | 3                       | 1           |
| Women                            | 625                  | % | 79                | 19                    | 1                    | 1                       | *           |
| Working                          | 323                  | % | 76                | 22                    | 1                    | 1                       | 0           |
| Nonworking                       | 300                  | % | 82                | 15                    | 1                    | 2                       | *           |
| <i>Age</i>                       |                      |   |                   |                       |                      |                         |             |
| 18-24                            | 74                   | % | 65                | 26                    | 2                    | 7                       | 0           |
| 25-39                            | 420                  | % | 71                | 26                    | 2                    | 1                       | *           |
| 40-49                            | 178                  | % | 77                | 19                    | 3                    | 2                       | 0           |
| 50-64                            | 197                  | % | 87                | 10                    | 1                    | 2                       | 1           |
| 65 or older                      | 133                  | % | 78                | 15                    | 4                    | 2                       | 1           |
| <i>Education</i>                 |                      |   |                   |                       |                      |                         |             |
| High school or less              | 502                  | % | 79                | 16                    | 2                    | 2                       | *           |
| Some college/college graduate    | 520                  | % | 72                | 24                    | 2                    | 1                       | *           |
| <i>Medically Restricted Diet</i> |                      |   |                   |                       |                      |                         |             |
| Yes                              | 202                  | % | 85                | 11                    | 2                    | 1                       | 1           |
| No                               | 825                  | % | 73                | 23                    | 2                    | 2                       | *           |
| <i>Safety-Driven Purchases</i>   |                      |   |                   |                       |                      |                         |             |
| Yes                              | 383                  | % | 81                | 15                    | 2                    | 2                       | *           |
| No                               | 612                  | % | 72                | 24                    | 2                    | 1                       | *           |

\*Less than 0.5 percent.

## Nutritional Content

Consistent with the finding that 96 percent of shoppers view nutrition as somewhat or very important when shopping for food, 94 percent of all shoppers say they are somewhat or very concerned about the nutritional content of the food they eat (see Table 26). The proportion of shoppers who are very concerned has held steady since 1987, falling only a single percentage point over the past year to 55 percent.

By shopper subgroups, several differences are apparent (see Tables 26, 27):

- Nonworking women are significantly more likely than men or working women to be very concerned about the nutritional content of the food they eat.
- A larger proportion of shoppers with children are somewhat or very concerned about nutrition.
- Among different age groups, there were trend reversals in 1989 among the 18- to 24-year-old and the 65 and older groups. Among 18- to 24-year-olds, the proportion of shoppers who are very concerned about the nutritional value of the foods they eat increased 8 percentage points to the 1987 level of 41 percent. Among shoppers 65 and older, the trend toward higher proportions being very concerned about nutrition was reversed with a drop of 9 percentage points to 63 percent. As in earlier years, the proportion of shoppers who are very concerned tends to increase with age. Specifically, shoppers 40 and older are more likely to be very concerned about nutrition, compared with 18- to 24-year-old shoppers. Similarly shoppers 50 and older are more likely to be very concerned, relative to those who are 25 to 39.
- Shoppers with a household member on a medically restricted diet are more likely than others to be very concerned about the nutritional value of food.

- Shoppers who regard their diets as relatively healthy are more likely to be concerned about the nutritional value of the foods they eat.
- Shoppers who avoid buying certain food items for fear they may be unsafe are more likely to be very concerned about nutrition.

Of shoppers who show any concern about the nutritional content of the foods they eat, since 1988 the top causes for concern remain the same (see Table 28). Whereas in 1988, however, fat content and salt were the first and second most frequently named items, cholesterol ranked first in 1989, followed by fat content. Salt content moved into third position in 1989, while vitamin and mineral content held its fourth-place position.

The most remarkable change since 1988 occurred for the proportion of shoppers who express concern about cholesterol content. Over the past year, this proportion increased 16 percentage points, continuing the dramatic increase seen from 1987 to 1988. No other item increased by more than 3 percentage points over the past year.

As in earlier years, *Trends* examined shoppers' attitudes toward specific nutrition-related items that may be perceived as health hazards (see Table 29). The only item to show a marked decline is "sugar in food." "Cholesterol" continued its steady rise in the proportion of shoppers who view it as a serious health hazard, increasing 2 percentage points to 61 percent. This finding is consistent with the high proportion of shoppers who name cholesterol as a nutritional concern (see Table 28). The proportion considering fat a serious hazard declined 3 percentage points in the past year to 58 percent. Notably, comparing unaided and aided responses regarding nutritional concerns, cholesterol ranks first in both instances, followed by fat and salt content.

Table 26

## Level of Shoppers' Concern About the Nutritional Content of Foods: 1984-1989

Base: The shopping public

Q.: Would you say you and your family are very concerned, somewhat concerned, not very concerned or not at all concerned about the nutritional content of the food you eat?

|                   |   | 1989                           |                                |                                |                                |                                |                        |                                 |                                                 |             |
|-------------------|---|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|------------------------|---------------------------------|-------------------------------------------------|-------------|
|                   |   | 1984<br>Very<br>Con-<br>cerned | 1985<br>Very<br>Con-<br>cerned | 1986<br>Very<br>Con-<br>cerned | 1987<br>Very<br>Con-<br>cerned | 1988<br>Very<br>Con-<br>cerned | Very<br>Con-<br>cerned | Some-<br>what<br>Con-<br>cerned | Not<br>Very/<br>Not<br>at All<br>Con-<br>cerned | Not<br>Sure |
| Total             | % | 63                             | 59                             | 58                             | 54                             | 56                             | 55                     | 39                              | 6                                               | *           |
| Sex               |   |                                |                                |                                |                                |                                |                        |                                 |                                                 |             |
| Men               | % | 62                             | 51                             | 55                             | 48                             | 48                             | 51                     | 41                              | 9                                               | *           |
| Women             | % | 64                             | 60                             | 58                             | 55                             | 58                             | 57                     | 38                              | 5                                               | 0           |
| Working           | % | 64                             | 60                             | 54                             | 49                             | 53                             | 51                     | 43                              | 6                                               | 0           |
| Nonworking        | % | 63                             | 62                             | 62                             | 62                             | 64                             | 63                     | 33                              | 5                                               | 0           |
| Type of Household |   |                                |                                |                                |                                |                                |                        |                                 |                                                 |             |
| With Children     | % | 62                             | 62                             | 57                             | 52                             | 52                             | 53                     | 43                              | 4                                               | *           |
| No Children       | % | 64                             | 56                             | 58                             | 55                             | 59                             | 57                     | 35                              | 7                                               | 0           |
| Age               |   |                                |                                |                                |                                |                                |                        |                                 |                                                 |             |
| 18-24             | % | 51                             | 52                             | 55                             | 41                             | 33                             | 41                     | 50                              | 9                                               | 0           |
| 25-39             | % | 58                             | 56                             | 54                             | 47                             | 51                             | 51                     | 44                              | 6                                               | *           |
| 40-49             | % | 67                             | 63                             | 49                             | 54                             | 52                             | 57                     | 39                              | 4                                               | 0           |
| 50-64             | % | 71                             | 62                             | 68                             | 60                             | 66                             | 65                     | 29                              | 6                                               | 0           |
| 65 and older      | % | 67                             | 58                             | 65                             | 69                             | 72                             | 63                     | 30                              | 7                                               | 0           |
| Region            |   |                                |                                |                                |                                |                                |                        |                                 |                                                 |             |
| East              | % | 66                             | 65                             | 58                             | 58                             | 54                             | 53                     | 42                              | 5                                               | *           |
| Midwest           | % | 63                             | 53                             | 53                             | 49                             | 52                             | 53                     | 43                              | 4                                               | 0           |
| South             | % | 62                             | 59                             | 59                             | 56                             | 60                             | 56                     | 36                              | 8                                               | 0           |
| West              | % | 59                             | 57                             | 62                             | 53                             | 56                             | 61                     | 32                              | 7                                               | 0           |

\*Less than 0.5 percent.

Table 27

# Level of Shoppers' Concern About the Nutritional Content of Foods

Base: The shopping public

Q.: Would you say you and your family are very concerned, somewhat concerned, not very concerned or not at all concerned about the nutritional content of the food you eat?

|                                      |   | Very<br>Concerned | Somewhat<br>Concerned | Not Very/<br>Not at All<br>Concerned | Not<br>Sure |
|--------------------------------------|---|-------------------|-----------------------|--------------------------------------|-------------|
| Total                                | % | 55                | 39                    | 6                                    | •           |
| <i>Medically<br/>Restricted Diet</i> |   |                   |                       |                                      |             |
| Yes                                  | % | 68                | 28                    | 4                                    | 0           |
| No                                   | % | 52                | 42                    | 7                                    | •           |
| <i>Description of Diet</i>           |   |                   |                       |                                      |             |
| Healthy enough                       | % | 68                | 28                    | 4                                    | •           |
| Could be healthier                   | % | 50                | 44                    | 7                                    | 0           |
| <i>Safety-Driven Purchases</i>       |   |                   |                       |                                      |             |
| Yes                                  | % | 67                | 29                    | 4                                    | 0           |
| No                                   | % | 48                | 45                    | 7                                    | •           |

\*Less than 0.5 percent.  
May not add to 100 percent due to rounding.

Table 28

## Nature of Shoppers' Concern About the Nutritional Content of Foods: 1983-1989

Base: Those who are very, somewhat, or not very concerned about the nutritional content of what they eat

Q.: What is it about the nutritional content of what you eat that concerns you and your family most?

|                                                               | 1983<br>Total | 1984<br>Total | 1985<br>Total | 1986<br>Total | 1987<br>Total | 1988<br>Total | 1989<br>Total | 1988-1989<br>Percentage<br>Point Change |
|---------------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------------------------------|
|                                                               | %             | %             | %             | %             | %             | %             | %             | %                                       |
| Cholesterol levels                                            | 5             | 8             | 10            | 13            | 14            | 22            | <b>38</b>     | + 16                                    |
| Fat content, low fat                                          | 9             | 8             | 13            | 17            | 16            | 27            | <b>29</b>     | + 2                                     |
| Salt content, less salt                                       | 18            | 17            | 19            | 20            | 22            | 26            | <b>25</b>     | - 1                                     |
| Vitamin/Mineral content                                       | 24            | 19            | 17            | 22            | 21            | 21            | <b>21</b>     | 0                                       |
| Sugar content, less sugar                                     | 21            | 22            | 20            | 18            | 16            | 20            | <b>15</b>     | - 5                                     |
| Calories, low calories                                        | 6             | 9             | 9             | 11            | 14            | 14            | 15            | + 1                                     |
| Making sure we get a balanced diet                            | 10            | 9             | 11            | 14            | 14            | 11            | <b>10</b>     | - 1                                     |
| Preservatives                                                 | 22            | 17            | 13            | 15            | 14            | 16            | <b>9</b>      | - 7                                     |
| Food/nutritional value                                        | 10            | 19            | 14            | 11            | 13            | 14            | <b>8</b>      | - 6                                     |
| Chemical additives                                            | 27            | 25            | 18            | 16            | 10            | 12            | <b>7</b>      | - 5                                     |
| Desire to be healthy/<br>eat what's good for us               | 0             | 0             | 3             | 6             | 7             | 7             | <b>6</b>      | - 1                                     |
| Freshness, purity, no spoilage                                | 14            | 12            | 8             | 8             | 8             | 15            | <b>6</b>      | - 9                                     |
| Fiber content                                                 | 2             | 1             | 2             | 3             | 4             | 5             | <b>5</b>      | 0                                       |
| Ingredients/content                                           | 0             | 0             | 0             | 0             | 0             | 8             | <b>4</b>      | - 4                                     |
| Protein value                                                 | 5             | 6             | 4             | 5             | 4             | 6             | <b>4</b>      | - 2                                     |
| As natural as possible,<br>not overly processed               | 12            | 6             | 5             | 3             | 0             | 4             | <b>3</b>      | - 1                                     |
| Less red meat                                                 | 0             | 0             | 2             | 2             | 0             | 0             | <b>3</b>      | + 3                                     |
| Chemicals                                                     | 0             | 0             | 0             | 0             | 0             | 4             | <b>3</b>      | - 1                                     |
| Quality of food                                               | 3             | 5             | 1             | 1             | 0             | 0             | <b>3</b>      | + 3                                     |
| No harmful ingredients, nothing that<br>causes illness/cancer | 10            | 6             | 5             | 5             | 0             | 0             | <b>2</b>      | + 2                                     |
| Carbohydrate content                                          | 1             | 2             | 2             | 2             | 2             | 3             | <b>2</b>      | - 1                                     |
| Empty calories, junk food                                     | 4             | 4             | 5             | 2             | 7             | 6             | <b>2</b>      | - 4                                     |
| Artificial sweetener                                          | 0             | 0             | 2             | 1             | *             | 0             | <b>1</b>      | + 1                                     |
| Excess food coloring, dyes                                    | 6             | 4             | 3             | 2             | 3             | 0             | <b>1</b>      | + 1                                     |
| Processed foods                                               | 0             | 0             | 0             | 0             | 0             | 3             | <b>1</b>      | - 2                                     |
| Less frying/more broiling                                     | 0             | 0             | 0             | 0             | 0             | 2             | <b>1</b>      | - 1                                     |
| Starch content                                                | 1             | 1             | 1             | 1             | 0             | 0             | <b>1</b>      | + 1                                     |
| Not sure/refused                                              | 5             | 5             | 6             | 5             | 7             | 2             | <b>7</b>      | + 5                                     |

\* Less than 0.5 percent.

Table 29

## Consumer Concern About Selected Nutrition-Related Attributes: 1984-1989

Base: The shopping public

Q.: I'm going to read a list of food items that may or may not constitute a health hazard. For each one, please tell me if you believe it is a serious health hazard, somewhat of a hazard, or not a hazard at all?

|               |   | 1984              | 1985              | 1986              | 1987*             | 1988**            | 1989              |                             |                           |             |
|---------------|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------------|---------------------------|-------------|
|               |   | Serious<br>Hazard | Serious<br>Hazard | Serious<br>Hazard | Serious<br>Hazard | Serious<br>Hazard | Serious<br>Hazard | Something<br>of a<br>Hazard | Not a<br>Hazard<br>At All | Not<br>Sure |
| Cholesterol   | % | 45                | 44                | 48                | 51                | 59                | 61                | 35                          | 3                         | 2           |
| Fats          | % | x                 | 42                | 44                | 55                | 61                | 58                | 38                          | 3                         | 1           |
| Salt in food  | % | 37                | 39                | 40                | 43                | 42                | 44                | 48                          | 7                         | 2           |
| Sugar in food | % | 31                | 29                | 29                | 28                | 28                | 23                | 58                          | 16                        | 2           |

x = Not asked.

\*Split sample; bases = 498 and 509.

\*\*Split sample; bases = 508 and 511.

May not add to 100 percent due to rounding.

## Food Preparation Behavior

In 1989, *Trends* again examined changes in food preparation behavior. When asked if they have been cooking or preparing foods differently in the past three to five years, more than half (55 percent) of the shoppers said that they have (see Table 30). This represents a decrease of 12 percentage points from 1988.

By shopper subgroups, at each level the proportions indicating that they have changed their food preparation behavior declined over the past year. Women, however, are still more likely than men to have changed, and shoppers older than 24 are significantly more likely than those 24 and under to have changed behavior. Shoppers with a household member on a medically restricted diet are more likely to have changed their food preparation behavior than other shoppers, as are those who avoid certain food items for fear they may be unsafe.

Of those who have changed their food preparation behavior, the only behavior to show a marked increase is "more microwaving," which grew 5 percentage points to 22 percent (see Table 31). In interpreting these changes,

however, it is important to bear in mind that shoppers who have already incorporated these behaviors into their food preparation patterns are not counted as changing.

Changes made by at least a fifth include:

- Less frying (37 percent).
- Less salt (24 percent).
- More microwaving (22 percent).
- Less added fat (20 percent).

Notably, the first and fourth changes cited above relate closely to shoppers' nutritional concerns about cholesterol and fat (see Table 28).

Behaviors that are notable for showing decreases over the past year include:

- Less salt (-16 percentage points).
- Less added fat (-9 percentage points).
- Eating more fruits and vegetables (-9 percentage points).
- Less sugar (-9 percentage points).

Table 30

## Consumer Behavior Related to Food Preparation: 1987-1989

Base: The shopping public

Q.: In the past three to five years, have you been cooking or preparing foods differently than you used to?

|                                  |   | Jan.<br>1987<br>Yes | Jan.<br>1988<br>Yes | Jan. 1989 |    |             |
|----------------------------------|---|---------------------|---------------------|-----------|----|-------------|
|                                  |   |                     |                     | Yes       | No | Not<br>Sure |
| Total                            | % | 64                  | 67                  | 55        | 45 | 1           |
| <i>Sex</i>                       |   |                     |                     |           |    |             |
| Men                              | % | 56                  | 55                  | 49        | 51 | *           |
| Women                            | % | 66                  | 70                  | 56        | 43 | 1           |
| Working                          | % | 66                  | 71                  | 56        | 43 | 1           |
| Nonworking                       | % | 66                  | 68                  | 56        | 43 | 1           |
| <i>Type of Household</i>         |   |                     |                     |           |    |             |
| With Children*                   | % | 63                  | 64                  | 54        | 45 | *           |
| No Children                      | % | 65                  | 69                  | 55        | 44 | 1           |
| <i>Age</i>                       |   |                     |                     |           |    |             |
| 18-24                            | % | 56                  | 60                  | 39        | 61 | 0           |
| 25-39                            | % | 59                  | 65                  | 56        | 44 | *           |
| 40-49                            | % | 71                  | 71                  | 57        | 42 | *           |
| 50-64                            | % | 64                  | 73                  | 60        | 40 | 1           |
| 65 or older                      | % | 70                  | 65                  | 56        | 45 | 0           |
| <i>Region</i>                    |   |                     |                     |           |    |             |
| East                             | % | 68                  | 67                  | 52        | 48 | *           |
| Midwest                          | % | 65                  | 69                  | 57        | 41 | 2           |
| South                            | % | 64                  | 64                  | 55        | 45 | *           |
| West                             | % | 58                  | 69                  | 55        | 45 | 0           |
| <i>Medically Restricted Diet</i> |   |                     |                     |           |    |             |
| Yes                              | % | x                   | x                   | 68        | 31 | 1           |
| No                               | % | x                   | x                   | 51        | 48 | *           |
| <i>Safety-Driven Purchases</i>   |   |                     |                     |           |    |             |
| Yes                              | % | x                   | x                   | 62        | 38 | 0           |
| No                               | % | x                   | x                   | 52        | 47 | 1           |

x = Not asked.

\*Less than 0.5 percent.

Table 31

# How Consumers Prepare Foods Differently From Three to Five Years Ago (Volunteered): 1987-1989

Base: Those who cook or prepare foods differently from three to five years ago

Q.: How are you cooking or preparing foods differently?

|                                           |   | Jan. 1988<br>Total | Jan. 1989<br>Total |
|-------------------------------------------|---|--------------------|--------------------|
| Base                                      |   | 682                | 552                |
| Less frying                               | % | 35                 | 37                 |
| Less salt                                 | % | 40                 | 24                 |
| More microwaving                          | % | 17                 | 22                 |
| Less added fat                            | % | 29                 | 20                 |
| More broiling                             | % | 20                 | 18                 |
| Less cholesterol                          | % | 18                 | 15                 |
| Baking/roasting more                      | % | 13                 | 14                 |
| Eating less red meat                      | % | 15                 | 12                 |
| Eating more vegetables/fresh foods        | % | 20                 | 11                 |
| Less sugar                                | % | 17                 | 8                  |
| More steaming                             | % | 10                 | 6                  |
| More fish/chicken                         | % | **                 | 6                  |
| Changing use of fast foods/prepared foods | % | 5                  | 5                  |
| Changing length of cooking time           | % | 3                  | 4                  |
| Fewer calories                            | % | 7                  | 4                  |
| Eating more fruit                         | % | 4                  | 4                  |
| More margarine                            | % | 3                  | 3                  |
| Wider variety/more recipes                | % | 5                  | 3                  |
| Changing barbecue use                     | % | 1                  | 3                  |
| Eating smaller quantities                 | % | 3                  | 2                  |
| Changing spices                           | % | 4                  | 1                  |
| Fewer sauces                              | % | *                  | 1                  |
| Consumption of desserts                   | % | 2                  | 1                  |
| Other                                     | % | 23                 | 21                 |
| Not sure                                  | % | 1                  | 1                  |

\*Less than 0.5 percent.

\*\*1988 3 percent reported cooking more chicken.  
2 percent reported cooking more fish.

## Food Labeling

In 1989, for the first time *Trends* investigated shoppers' behavior and attitudes toward food labels. Shoppers were first asked how often they read labels for information on ingredients, nutrition and expiration dates. Those who said they never read labels for any of these reasons were asked why, while those who do were asked if the labels provide all the necessary information. Shoppers who said that the information was inadequate were then asked what additional information they feel is important.

As shown in Table 32, almost seven shoppers in ten (69 percent) read labels for expiration dates pretty much every time they buy packaged foods. Somewhat more than a third (36 percent) read labels for ingredients pretty much every time, and similarly just over a third (34 percent) read labels for nutrition information pretty much every time. Notably, of the three types of information included in the inquiry, expiration dates are the only ones that are subject to change each time a product is purchased. The lower proportions of shoppers who read labels pretty much every time for ingredients and nutrition likely reflect this phenomenon.

The proportions of shoppers who check labels pretty much every time for each type of information varies substantially by demographic characteristics and behaviors (see Table 33). The most important differences are described below.

- Nonworking women are significantly more likely than men to check labels pretty much every time for each type of information.
- Shoppers with children are less likely to check labels for ingredients and nutrition pretty much every time, relative to those without children.
- Shoppers 40 years old and older are more likely than those younger to read labels for ingredients and nutrition pretty much every time.
- Shoppers from the East and West are more likely than those from the Midwest to check labels for nutrition pretty much every time. Shoppers in the South and West are more likely than Midwesterners to check labels

pretty much every time for expiration dates.

- Shoppers with a household member on a medically restricted diet are more likely than others to read labels for ingredients and nutrition information pretty much every time.
- Those who describe their diets as relatively healthy are more likely to read labels for each type of information pretty much every time, compared with those who describe their diets as relatively unhealthy.
- Shoppers who avoid certain food items for fear they may be unsafe are more likely than others to read labels for each type of information pretty much every time.

Among those who never read labels for ingredients, nutrition or expiration dates, the most common reason is "don't have time to read labels" (40 percent; see Table 34). Other reasons include "already know the information on the labels" (26 percent), "not interested" (16 percent) and "don't understand labels" (4 percent).

Among those who do read labels, over half (56 percent) feel the labels give them all the information they need (see Table 35). Higher proportions of those at least 65 years old feel the information is sufficient, compared with those between the ages of 25 and 49. By education, those with a high school education or less are more likely than more educated shoppers to feel that the information is sufficient.

Not surprisingly, shoppers who read labels and have a household member on a medically restricted diet are more likely than others to feel that the label information is inadequate. Similarly, those who avoid certain food items for fear that they may be unsafe are more likely than others to feel that label information is inadequate.

Of those who state that label information is not sufficient, the most commonly named suggestions for additional information are (see Table 36):

- Clearer explanations/easier to understand (25 percent).
- More calorie information (24 percent).
- Salt/sodium content (21 percent).
- Saturated fat/fat information (18 percent).

Table 32

### Frequency of Reading Food Labels

Base: The shopping public

Q.: When you buy packaged foods, how often do you read the label for information on ingredients, nutrition and the expiration date? Would you say pretty much every time, fairly often, only occasionally, or never?

|                 | Jan.<br>1989<br>Base |   | Pretty<br>Much<br>Every<br>Time | Fairly<br>Often | Only<br>Occasionally | Never | Not<br>Sure |
|-----------------|----------------------|---|---------------------------------|-----------------|----------------------|-------|-------------|
| Expiration Date | 1031                 | % | 69                              | 16              | 9                    | 5     | 1           |
| Ingredients     | 1031                 | % | 36                              | 26              | 29                   | 8     | *           |
| Nutrition       | 1031                 | % | 34                              | 27              | 29                   | 9     | 1           |

Table 33

## Frequency of Reading Food Labels, by Shopper Characteristics

Base: The shopping public

Q.: When you buy packaged foods, how often do you read the label for information on ingredients, nutrition and the expiration date? Would you say pretty much every time, fairly often, only occasionally, or never?

|                                  | Jan.<br>1989<br>Base |   | Ingredients | Nutrition | Expiration Dates |
|----------------------------------|----------------------|---|-------------|-----------|------------------|
| <i>Pretty Much Every Time</i>    |                      |   |             |           |                  |
| Total                            | 1031                 | % | 36          | 34        | 69               |
| <i>Sex</i>                       |                      |   |             |           |                  |
| Men                              | 406                  | % | 32          | 29        | 61               |
| Women                            | 625                  | % | 38          | 36        | 72               |
| Working                          | 323                  | % | 35          | 33        | 68               |
| Nonworking                       | 300                  | % | 41          | 38        | 75               |
| <i>Type of Household</i>         |                      |   |             |           |                  |
| With children                    | 428                  | % | 32          | 30        | 70               |
| No children                      | 599                  | % | 40          | 38        | 69               |
| <i>Age</i>                       |                      |   |             |           |                  |
| 18-24                            | 74                   | % | 24          | 22        | 63               |
| 25-39                            | 420                  | % | 31          | 28        | 68               |
| 40-49                            | 178                  | % | 44          | 40        | 72               |
| 50-64                            | 197                  | % | 39          | 36        | 70               |
| 65 or older                      | 133                  | % | 51          | 51        | 76               |
| <i>Region</i>                    |                      |   |             |           |                  |
| East                             | 242                  | % | 41          | 38        | 69               |
| Midwest                          | 251                  | % | 32          | 29        | 63               |
| South                            | 326                  | % | 34          | 34        | 73               |
| West                             | 212                  | % | 41          | 38        | 72               |
| <i>Medically Restricted Diet</i> |                      |   |             |           |                  |
| Yes                              | 202                  | % | 51          | 49        | 73               |
| No                               | 825                  | % | 33          | 30        | 68               |
| <i>Description of Diet</i>       |                      |   |             |           |                  |
| Healthy enough                   | 347                  | % | 45          | 46        | 74               |
| Could be healthier               | 679                  | % | 33          | 29        | 67               |
| <i>Safety-Driven Purchases</i>   |                      |   |             |           |                  |
| Yes                              | 383                  | % | 45          | 43        | 74               |
| No                               | 612                  | % | 31          | 29        | 67               |

Table 34

## Reasons for Not Reading Food Labels

Base: Those who do not read food labels

Q.: For what reasons do you *not* usually read labels for this information?

|                                                     |   | Jan.<br>1989<br>Total |
|-----------------------------------------------------|---|-----------------------|
| Base                                                |   | 77                    |
| Don't have time to read labels                      | % | 40                    |
| Already know information on labels/have read before | % | 26                    |
| Not interested                                      | % | 16                    |
| Don't understand labels                             | % | 4                     |
| Other                                               | % | 20                    |
| Not sure                                            | % | 2                     |

Table 35

## Usefulness of Label Information

Base: Those who read food labels

Q.: Do labels give you all the information you need?

|                               | Jan.<br>1989<br>Base | Labels Provide<br>All Necessary Information |    |             |
|-------------------------------|----------------------|---------------------------------------------|----|-------------|
|                               |                      | Yes                                         | No | Not<br>Sure |
| Total                         | 948                  | % 56                                        | 42 | 2           |
| Sex                           |                      |                                             |    |             |
| Men                           | 367                  | % 60                                        | 38 | 2           |
| Women                         | 581                  | % 55                                        | 43 | 2           |
| Working                       | 293                  | % 53                                        | 44 | 3           |
| Nonworking                    | 286                  | % 56                                        | 42 | 2           |
| Age                           |                      |                                             |    |             |
| 18-24                         | 65                   | % 59                                        | 39 | 2           |
| 25-39                         | 381                  | % 53                                        | 46 | 2           |
| 40-49                         | 166                  | % 47                                        | 51 | 2           |
| 50-64                         | 184                  | % 58                                        | 39 | 2           |
| 65 or older                   | 126                  | % 68                                        | 30 | 2           |
| Education                     |                      |                                             |    |             |
| High school or less           | 463                  | % 61                                        | 37 | 2           |
| Some college/college graduate | 476                  | % 50                                        | 48 | 2           |
| Medically Restricted Diet     |                      |                                             |    |             |
| Yes                           | 193                  | % 48                                        | 51 | 2           |
| No                            | 751                  | % 58                                        | 40 | 2           |
| Safety-Driven Purchases       |                      |                                             |    |             |
| Yes                           | 365                  | % 49                                        | 49 | 1           |
| No                            | 551                  | % 59                                        | 38 | 3           |

**Table 36****Additional Label Information**

Base: Those who read food labels for information

Q.: What other information would you like to see on the label?

|                                           |   | <b>Jan.<br/>1989<br/>Total</b> |
|-------------------------------------------|---|--------------------------------|
| Base                                      |   | <b>411</b>                     |
| Clearer explanations/easier to understand | % | <b>25</b>                      |
| More calorie information                  | % | <b>24</b>                      |
| Salt/sodium information                   | % | <b>21</b>                      |
| Saturated fat/fat information             | % | <b>18</b>                      |
| Chemical additives/food coloring/dyes     | % | <b>10</b>                      |
| Nutritional content/vitamins              | % | <b>8</b>                       |
| Cholesterol information                   | % | <b>7</b>                       |
| Nothing                                   | % | <b>2</b>                       |
| Other                                     | % | <b>22</b>                      |
| Not sure                                  | % | <b>16</b>                      |

## Responsibility for Food Nutrition

In 1989, as part of its expanded inquiry into consumers' views on nutrition, *Trends* asked shoppers whom they rely on to ensure that the products they buy are nutritious. As shown in Table 37, about three shoppers in ten (29 percent) rely on manufacturers, an identical proportion rely on themselves, and over a fifth (22 percent) rely on the federal government. When those who rely on state or federal government are combined, the proportion is 28 percent, only one percentage point lower than the proportions relying on manufacturers or on themselves. Only 4 percent of shoppers rely on retailers to ensure that their products are nutritious.

When asked how interested they would be in having their supermarket provide them with nutrition-related information, two-thirds (66 percent) of all shoppers indicate a high degree of interest (see Table 38). Interest levels differ, however, by shopper category. The most important differences:

- Those with children are more likely than those without to exhibit a high level of interest.
- Shoppers aged 25 to 49 are also more likely to be interested, compared with shoppers 65 and older.

- By region, shoppers in the West are more inclined to be interested than are those in the East.
- Shoppers with a household member on a medically restricted diet are more likely to be interested, compared with other shoppers.
- Shoppers who avoid particular food items for fear they may be unsafe are more likely to be interested, compared with other shoppers.

Of those who exhibit interest in having their supermarket provide them with nutrition-related information, preferred methods for receiving information include:

- Pamphlets with information on nutrition (87 percent).
- Nutrition tags on shelves near food items (85 percent).
- Recipe cards for nutritious meals (79 percent).

Over half (54 percent) of the shoppers who would like to receive information from their supermarkets would like in-store demonstrations on preparing nutritious meals, while a third (34 percent) would like in-store videos on nutrition (see Table 39).

Table 37

### Those on Whom Shoppers Rely to Ensure That the Products They Buy Are Nutritious

Base: The shopping public

Q.: Who do you feel should be *primarily* responsible for ensuring that the food you buy from the supermarket is nutritious: the federal government, the state government, consumer organizations, manufacturers, retailers or yourself as an individual?

|                           | Jan.<br>1989<br>Total |
|---------------------------|-----------------------|
| Base                      | 1031                  |
| Manufacturers             | % 29                  |
| Yourself as an individual | % 29                  |
| Government                | % 28                  |
| Federal                   | % 22                  |
| State                     | % 6                   |
| Consumer organizations    | % 6                   |
| Retailers                 | % 4                   |
| Other (Vol.)              | % 1                   |
| None (Vol.)               | % *                   |
| Not sure                  | % 4                   |

\*Less than 0.5 percent.

Table 38

## Interest in Supermarkets Providing Nutrition Information

Base: The shopping public

Q.: How interested would you be in having your supermarket provide you with nutrition-related information? Please use a scale of one to five, where "one" means you would not be at all interested and "five" means you would be very interested. Use any number between one and five.

|                                  | Jan.<br>1989<br>Base | Average Rating<br>(1 to 5 Scale) | Percentage Rating<br>Interest<br>4 or 5<br>% |
|----------------------------------|----------------------|----------------------------------|----------------------------------------------|
| Total                            | 1031                 | 3.9                              | 66                                           |
| <i>Sex</i>                       |                      |                                  |                                              |
| Men                              | 406                  | 3.8                              | 63                                           |
| Women                            | 625                  | 3.9                              | 67                                           |
| Working                          | 323                  | 4.0                              | 69                                           |
| Nonworking                       | 300                  | 3.9                              | 64                                           |
| <i>Type of Household</i>         |                      |                                  |                                              |
| With children                    | 428                  | 4.0                              | 72                                           |
| No children                      | 599                  | 3.8                              | 62                                           |
| <i>Age</i>                       |                      |                                  |                                              |
| 18-24                            | 74                   | 3.9                              | 58                                           |
| 25-39                            | 420                  | 4.0                              | 70                                           |
| 40-49                            | 178                  | 4.0                              | 69                                           |
| 50-64                            | 197                  | 3.9                              | 65                                           |
| 65 or older                      | 133                  | 3.7                              | 57                                           |
| <i>Region</i>                    |                      |                                  |                                              |
| East                             | 242                  | 3.9                              | 63                                           |
| Midwest                          | 251                  | 3.9                              | 65                                           |
| South                            | 326                  | 3.9                              | 65                                           |
| West                             | 212                  | 4.0                              | 73                                           |
| <i>Medically Restricted Diet</i> |                      |                                  |                                              |
| Yes                              | 202                  | 4.1                              | 72                                           |
| No                               | 825                  | 3.9                              | 64                                           |
| <i>Safety-Driven Purchases</i>   |                      |                                  |                                              |
| Yes                              | 383                  | 4.1                              | 72                                           |
| No                               | 612                  | 3.8                              | 62                                           |

Table 39

# Preferred Methods of Receiving Nutrition Information Through Supermarkets

Base: Those who would be interested in having a supermarket provide them with nutrition-related information

Q.: Would (READ BELOW) be a useful method of providing nutrition-related information to you?

|                                                       |   | Jan.<br>1989<br>Total |
|-------------------------------------------------------|---|-----------------------|
| Base: <i>Those Who Answered Yes</i>                   |   | 949                   |
| Pamphlets with information on nutrition               | % | 87                    |
| Nutrition tags on shelves near food items             | % | 85                    |
| Recipe cards for nutritious meals                     | % | 79                    |
| In-store demonstrations on preparing nutritious meals | % | 54                    |
| In-store videos on nutrition                          | % | 34                    |



# CHAPTER 6

## Food Safety

### Factors for Food Selection

As shown in Table 40, shoppers express strong concern about food safety. Nine shoppers in ten rated product safety as a somewhat or very important factor when shopping for food. This survey was completed in January of 1989, just prior to the publicity given to the use of the chemical alar on apples and the tampering incident involving Chilean grapes. Had the 1989 *Trends* survey been conducted after these events, shoppers' safety concerns may have differed from January's findings.

Examining attitudes toward food safety by shopper characteristics, the following key differences emerge:

- Women are more likely than men to rate product safety

as a very important factor when shopping for food.

- Larger proportions of shoppers with children than without rate product safety somewhat or very important.
- By age, those between 40 and 64 are more likely than shoppers between the ages of 25 and 39 to view product safety as very important.
- Shoppers in non-metropolitan areas are more likely than those in metropolitan areas of a million or more to consider product safety a very important factor.
- Shoppers with a household member on a medically restricted diet are more likely than other shoppers to view product safety as very important.

Table 40

## Importance of Product Safety in Food Selection

Base: The shopping public

Q.: I'd like to start by reading a list of factors that may or may not be important when a person shops for food. For each factor, please tell me whether it is very important, somewhat important, not too important, or not at all important to you when you shop for food. How important is product safety?

|                                  | Jan.<br>1989<br>Base |   | Very<br>Import-<br>ant | Some-<br>what<br>Import-<br>ant | Not<br>Too<br>Import-<br>ant | Not<br>at All<br>Import-<br>ant | Not<br>Sure |
|----------------------------------|----------------------|---|------------------------|---------------------------------|------------------------------|---------------------------------|-------------|
| Total                            | 1031                 | % | 74                     | 16                              | 6                            | 2                               | 3           |
| <i>Sex</i>                       |                      |   |                        |                                 |                              |                                 |             |
| Men                              | 406                  | % | 64                     | 21                              | 10                           | 3                               | 3           |
| Women                            | 625                  | % | 77                     | 14                              | 5                            | 2                               | 3           |
| Working                          | 323                  | % | 74                     | 15                              | 5                            | 3                               | 2           |
| Nonworking                       | 300                  | % | 79                     | 13                              | 4                            | 1                               | 3           |
| <i>Type of Household</i>         |                      |   |                        |                                 |                              |                                 |             |
| With Children                    | 428                  | % | 77                     | 16                              | 3                            | 1                               | 3           |
| No Children                      | 599                  | % | 72                     | 15                              | 7                            | 3                               | 3           |
| <i>Age</i>                       |                      |   |                        |                                 |                              |                                 |             |
| 18-24                            | 74                   | % | 70                     | 18                              | 8                            | 4                               | 0           |
| 25-39                            | 420                  | % | 69                     | 20                              | 6                            | 2                               | 3           |
| 40-49                            | 178                  | % | 79                     | 10                              | 6                            | 4                               | 2           |
| 50-64                            | 197                  | % | 80                     | 13                              | 4                            | 1                               | 3           |
| 65 or older                      | 133                  | % | 74                     | 13                              | 7                            | 2                               | 4           |
| <i>Population Density</i>        |                      |   |                        |                                 |                              |                                 |             |
| Non-metropolitan                 | 307                  | % | 78                     | 14                              | 4                            | 3                               | 2           |
| Metropolitan                     |                      |   |                        |                                 |                              |                                 |             |
| Under 1 million                  | 343                  | % | 74                     | 15                              | 5                            | 3                               | 4           |
| 1 million or more                | 381                  | % | 70                     | 18                              | 9                            | 2                               | 2           |
| <i>Medically Restricted Diet</i> |                      |   |                        |                                 |                              |                                 |             |
| Yes                              | 202                  | % | 85                     | 11                              | 2                            | 1                               | 2           |
| No                               | 825                  | % | 71                     | 17                              | 7                            | 3                               | 3           |

## Confidence in the Food Supply

As part of the expanded inquiry into food safety, in 1989 *Trends* asked shoppers to rate their level of confidence in the safety of the food at their supermarket. Table 41 shows that more than four shoppers in five (81 percent) are mostly or completely confident that the food is safe. Almost three shoppers in five (58 percent) are mostly confident that the food is safe, while one in six (17 percent) is somewhat or very doubtful about food safety.

As described below, several differences are evident within categories of shoppers:

- Compared with working women, men and nonworking women are more likely to be completely confident that the food in their supermarket is safe.
- Shoppers who are 65 or older are more likely than those between the ages of 25 and 64 to be completely confident that their food is safe.
- Compared with shoppers in the East, those in the rest of the U.S. are more likely to be completely confident that the food in their supermarket is safe.
- A larger proportion of shoppers who view their diets as relatively healthy feel that the food in their supermarket is completely safe.
- Shoppers who avoid certain foods because they feel they may be unsafe are less likely to be completely confident that the food in their supermarket is safe.

Shoppers who expressed any doubt about the safety of the foods in their supermarkets were asked to volunteer their specific safety concerns (see Table 42). Concerns named by at least one shopper in five include "spoilage/germs" (36 percent) and "tampering" (20 percent). Other concerns named by at least one shopper in ten include "improper packaging/canning" (17 percent), "pesticides/residues/insecticides/herbicides" (16 percent), "chemicals" (11 percent) and "unsanitary handling by supermarket employees" (10 percent).

As in earlier years, *Trends* examined shoppers' attitudes toward specific items that may be perceived as health hazards (see Table 43). Notably, several of the items included in this inquiry were mentioned spontaneously by shoppers who expressed doubts about the safety of foods in the supermarket. As in earlier years, items considered a serious hazard by the largest proportions of shoppers include residues, such as pesticides and herbicides (82 percent), and antibiotics and hormones which might be used in poultry and livestock production (61 percent). Notably the proportions volunteering each of these items as hazards are substantially lower than those rating them as serious hazards (16 percent

versus 82 percent for residues, such as pesticides and herbicides; and 1 percent versus 61 percent for antibiotics and hormones used in poultry and livestock). These findings indicate that each of these potential hazards may not be "top of mind" to most shoppers relative to other concerns, yet are considered serious nonetheless.

Examining changes in the proportions who rate each item as a serious hazard, in 1989 "residues, such as pesticides and herbicides," "artificial coloring" and "irradiated foods" each show substantial increases. The first two of these items each increased by 7 percentage points, while the third increased by 6 percentage points.

By various subgroups of shoppers, differences in volunteered threats to food safety are evident by whether or not shoppers avoid certain food items for fear they may be unsafe, and by region.

Those who avoid certain food items for fear they are unsafe are more likely to complain of "pesticides/residues/insecticides/herbicides," "chemicals," "additives" and "preservatives" (see Table 42). The only concern they are less likely to voice is fear of "tampering."

By region, those in the East are more likely than those in the West to perceive "spoilage/germs" as a threat to food safety, and are less likely than those in the Midwest to view unsanitary handling by supermarket employees as a threat to safety (see Table 44). Shoppers in the West are more likely to consider "pesticides/residues/insecticides/herbicides" a threat, relative to those in the Midwest and South, and are more likely than other shoppers throughout the U.S. to see "chemicals" as a threat to food safety. Finally, compared with shoppers in the South, those in the Midwest are more likely to complain about "unsanitary handling by supermarket shoppers."

Finally, in 1989 *Trends* continued its investigation into the potential impact of government labeling on foods that are irradiated. All respondents who consider irradiated foods to be a serious health hazard or somewhat of a hazard were asked how their attitude might change if irradiated foods contained a label stating that the irradiation levels meet government safety standards. As shown in Table 45, the proportion of shoppers who would be reassured by a label increased 9 percentage points from 1988, to 37 percent. Shoppers without children are more likely to consider such a label reassuring. Shoppers under 25 years old and over 49 are more likely than those between 25 and 39 to be reassured, as are those in the Midwest, compared with those in the East.

Table 41

## Consumer Confidence in Food Safety

Base: The shopping public

Q.: How confident are you that the food in your supermarket is safe? Would you say you are completely confident, mostly confident, somewhat doubtful, or very doubtful?

|                                | Jan.<br>1989<br>Base | % | Com-<br>pletely<br>Confi-<br>dent | Mostly<br>Confi-<br>dent | Some-<br>what<br>Doubt-<br>ful | Very<br>Doubt-<br>ful | Not<br>Sure |
|--------------------------------|----------------------|---|-----------------------------------|--------------------------|--------------------------------|-----------------------|-------------|
| Total                          | 1031                 | % | 23                                | 58                       | 15                             | 2                     | 2           |
| <i>Sex</i>                     |                      |   |                                   |                          |                                |                       |             |
| Men                            | 406                  | % | 26                                | 58                       | 13                             | 3                     | 1           |
| Women                          | 625                  | % | 22                                | 58                       | 16                             | 2                     | 2           |
| Working                        | 321                  | % | 19                                | 61                       | 16                             | 3                     | 1           |
| Nonworking                     | 300                  | % | 27                                | 54                       | 15                             | 1                     | 3           |
| <i>Age</i>                     |                      |   |                                   |                          |                                |                       |             |
| 18-24                          | 74                   | % | 26                                | 53                       | 18                             | 2                     | 0           |
| 25-39                          | 420                  | % | 19                                | 60                       | 17                             | 3                     | 1           |
| 40-49                          | 178                  | % | 21                                | 59                       | 16                             | 3                     | 1           |
| 50-64                          | 197                  | % | 23                                | 63                       | 10                             | 2                     | 2           |
| 65 or older                    | 133                  | % | 34                                | 46                       | 16                             | 0                     | 4           |
| <i>Region</i>                  |                      |   |                                   |                          |                                |                       |             |
| East                           | 242                  | % | 16                                | 61                       | 19                             | 2                     | 3           |
| Midwest                        | 251                  | % | 24                                | 62                       | 11                             | 1                     | 3           |
| South                          | 326                  | % | 26                                | 56                       | 13                             | 4                     | 1           |
| West                           | 212                  | % | 26                                | 53                       | 20                             | 2                     | 0           |
| <i>Description of Diet</i>     |                      |   |                                   |                          |                                |                       |             |
| Healthy enough                 | 347                  | % | 29                                | 55                       | 11                             | 2                     | 2           |
| Could be healthier             | 679                  | % | 20                                | 59                       | 17                             | 2                     | 1           |
| <i>Safety-Driven Purchases</i> |                      |   |                                   |                          |                                |                       |             |
| Yes                            | 383                  | % | 15                                | 57                       | 22                             | 4                     | 2           |
| No                             | 612                  | % | 29                                | 58                       | 12                             | 1                     | 1           |

Table 42

# Perceived Threats to Food Safety, by Sex and Safety-Driven Purchases (Volunteered)

Base: Those who are not completely confident that the food in their supermarket is safe

Q.: What, if anything, do you feel are the greatest threats to the safety of the food you eat?

|                                              |   | Jan.<br>1989<br>Total | Men | Women | Safety-Driven<br>Purchases |     |
|----------------------------------------------|---|-----------------------|-----|-------|----------------------------|-----|
|                                              |   |                       |     |       | Yes                        | No  |
| Base                                         |   | 772                   | 229 | 473   | 318                        | 426 |
| Spoilage/germs                               | % | 36                    | 33  | 36    | 38                         | 34  |
| Tampering                                    | % | 20                    | 20  | 20    | 15                         | 24  |
| Improper packaging/canning                   | % | 17                    | 15  | 17    | 18                         | 16  |
| Pesticides/residues/insecticides/herbicides  | % | 16                    | 17  | 16    | 21                         | 13  |
| Chemicals                                    | % | 11                    | 14  | 10    | 15                         | 7   |
| Unsanitary handling by supermarket employees | % | 10                    | 7   | 10    | 10                         | 10  |
| Additives (non-specific)                     | % | 7                     | 9   | 7     | 9                          | 5   |
| Preservatives                                | % | 7                     | 9   | 6     | 10                         | 5   |
| Unsanitary handling by supermarket shoppers  | % | 6                     | 3   | 7     | 6                          | 6   |
| Processing/preparation of foods              | % | 4                     | 6   | 3     | 5                          | 3   |
| Pollution/environmental pollution            | % | 3                     | 3   | 3     | 3                          | 3   |
| Bugs/pests/rats                              | % | 3                     | 1   | 3     | 3                          | 2   |
| Artificial coloring                          | % | 2                     | 2   | 2     | 3                          | 1   |
| Antibiotics                                  | % | 1                     | 2   | 1     | 2                          | 1   |
| Radiation                                    | % | 1                     | 1   | 1     | 1                          | 1   |
| Other                                        | % | 6                     | 8   | 6     | 7                          | 5   |
| None                                         | % | 2                     | 3   | 2     | 1                          | 3   |
| Not sure                                     | % | 11                    | 10  | 11    | 7                          | 13  |

Table 43

## Consumer Concern About Selected Food Attributes: 1984-1989

Base: The shopping public

Q.: I'm going to read a list of food items that may or may not constitute a health hazard. For each one, please tell me if you believe it is a serious health hazard, somewhat of a hazard, or not a hazard at all?

|                                                   |   | 1984           | 1985           | 1986           | 1987*          | 1988**         | 1989           |                       |                     |          |
|---------------------------------------------------|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------|---------------------|----------|
|                                                   |   | Serious Hazard | Serious Hazard | Serious Hazard | Serious Hazard | Serious Hazard | Serious Hazard | Something of a Hazard | Not a Hazard At All | Not Sure |
| Residues, such as pesticides and herbicides       | % | 77             | 73             | 75             | 76             | 75             | 82             | 13                    | 3                   | 3        |
| Antibiotics and hormones in poultry and livestock | % | x              | x              | x              | 61             | 61             | 61             | 26                    | 6                   | 7        |
| Nitrites in food                                  | % | x              | x              | x              | 28             | 44             | 44             | 38                    | 5                   | 13       |
| Irradiated foods                                  | % | x              | x              | 37             | 43             | 36             | 42             | 24                    | 10                  | 24       |
| Additives and preservatives                       | % | 32             | 36             | 33             | 36             | 29             | 30             | 59                    | 8                   | 4        |
| Artificial coloring                               | % | 26             | 28             | 26             | 24             | 21             | 28             | 48                    | 19                  | 5        |

x = Not asked.

\*Split sample; bases = 498 and 509.

\*\*Split sample; bases = 508 and 511.

May not add to 100 percent due to rounding.

Table 44

## Perceived Threats to Food Safety, by Region (Volunteered)

Base: Those who are not completely confident that the food in their supermarket is safe

Q.: What, if anything, do you feel are the greatest threats to the safety of the food you eat?

|                                              |   | Jan.<br>1989<br>Total | East | Midwest | South | West |
|----------------------------------------------|---|-----------------------|------|---------|-------|------|
| Base                                         |   | 772                   | 197  | 181     | 234   | 160  |
| Spoilage/germs                               | % | 36                    | 43   | 34      | 35    | 27   |
| Tampering                                    | % | 20                    | 23   | 18      | 18    | 23   |
| Improper packaging/canning                   | % | 17                    | 18   | 16      | 17    | 18   |
| Pesticides/residues/insecticides/herbicides  | % | 16                    | 18   | 12      | 13    | 25   |
| Chemicals                                    | % | 11                    | 8    | 9       | 10    | 19   |
| Unsanitary handling by supermarket employees | % | 10                    | 6    | 15      | 9     | 9    |
| Additives (non-specific)                     | % | 7                     | 6    | 5       | 9     | 8    |
| Preservatives                                | % | 7                     | 4    | 9       | 8     | 7    |
| Unsanitary handling by supermarket shoppers  | % | 6                     | 7    | 9       | 3     | 6    |
| Processing/preparation of foods              | % | 4                     | 4    | 4       | 3     | 4    |
| Pollution/environmental pollution            | % | 3                     | 1    | 4       | 4     | 3    |
| Bugs/pests/rats                              | % | 3                     | 2    | 2       | 3     | 3    |
| Artificial coloring                          | % | 2                     | 3    | 3       | 1     | 1    |
| Antibiotics                                  | % | 1                     | 2    | 1       | 1     | 1    |
| Radiation                                    | % | 1                     | 1    | 1       | 1     | 3    |
| Other                                        | % | 6                     | 5    | 7       | 6     | 8    |
| None                                         | % | 2                     | 2    | 2       | 3     | 2    |
| Not sure                                     | % | 11                    | 9    | 12      | 14    | 8    |

Table 45

## Effect of Government Labeling on Irradiated Foods: 1988-1989

Base: Those who consider irradiated foods to be a serious hazard or something of a hazard.

Q.: If irradiated foods contained labels stating that irradiation levels meet government safety standards, would you consider irradiated foods (READ BELOW)?

|                   |   | Jan. 1989                         |                   |                                                    |                   |             |
|-------------------|---|-----------------------------------|-------------------|----------------------------------------------------|-------------------|-------------|
|                   |   | Jan.<br>1988<br>Less<br>Hazardous | Less<br>Hazardous | As<br>Hazardous<br>as If There<br>Were No<br>Label | More<br>Hazardous | Not<br>Sure |
| Total             | % | 28                                | 37                | 31                                                 | 24                | 8           |
| Sex               |   |                                   |                   |                                                    |                   |             |
| Men               | % | 35                                | 33                | 34                                                 | 26                | 7           |
| Women             | % | 26                                | 37                | 31                                                 | 23                | 8           |
| Working           | % | 27                                | 36                | 32                                                 | 24                | 8           |
| Nonworking        | % | 26                                | 39                | 30                                                 | 23                | 8           |
| Type of Household |   |                                   |                   |                                                    |                   |             |
| With children     | % | 30                                | 31                | 37                                                 | 24                | 8           |
| No children       | % | 26                                | 41                | 27                                                 | 24                | 8           |
| Age               |   |                                   |                   |                                                    |                   |             |
| 18-24             | % | 26                                | 44                | 32                                                 | 18                | 6           |
| 25-39             | % | 29                                | 29                | 36                                                 | 27                | 8           |
| 40-49             | % | 30                                | 36                | 34                                                 | 23                | 7           |
| 50-64             | % | 24                                | 43                | 27                                                 | 22                | 8           |
| 65 or older       | % | 26                                | 43                | 21                                                 | 29                | 7           |
| Region            |   |                                   |                   |                                                    |                   |             |
| East              | % | 28                                | 31                | 39                                                 | 25                | 6           |
| Midwest           | % | 25                                | 42                | 30                                                 | 21                | 8           |
| South             | % | 34                                | 35                | 28                                                 | 28                | 10          |
| West              | % | 20                                | 41                | 30                                                 | 22                | 8           |

## Safety-Related Behavior

This year, for the first time, *Trends* asked shoppers if there are any foods they typically avoid buying because of safety concerns. As shown in Table 46, almost two shoppers in five (38 percent) responded affirmatively. A higher proportion in the \$15,001-\$35,000 income category avoid certain foods, compared with households earning \$15,000 or less. By educational level, higher proportions of those with some college or a college degree avoid certain foods.

Of shoppers who avoid foods for fear they may be unsafe, food avoided by at least one in ten are (see Table 47):

- Meat/red meat (24 percent).
- Fish (15 percent).

- Foods with certain preservatives or additives (15 percent).
- Pork (10 percent).
- Fruits and vegetables that have been sprayed/coated (10 percent).

By income levels, shoppers in the \$15,001-\$25,000 range are more likely than other shoppers to avoid foods with certain preservatives or additives. Those earning less than \$25,000 or \$35,001 to \$50,000 are more likely to avoid buying chicken. Shoppers in the \$35,001 to \$50,000 are more likely than those with \$15,000-\$35,000 household incomes to avoid foods with damaged packaging.

**Table 46** Incidence of Avoiding Foods Due to Safety Concerns

Base: The shopping public

Q.: Are there any foods that you typically avoid because you feel they may be unsafe?

|                               | Jan.<br>1989<br>Base |   | Safety-Driven Purchases |    |            |
|-------------------------------|----------------------|---|-------------------------|----|------------|
|                               |                      |   | Yes                     | No | Don't Know |
| Total                         | 1031                 | % | 38                      | 59 | 3          |
| <i>Income</i>                 |                      |   |                         |    |            |
| \$15,000 or less              | 188                  | % | 32                      | 67 | 2          |
| \$15,001 to \$25,000          | 220                  | % | 42                      | 54 | 4          |
| \$25,001 to \$35,000          | 182                  | % | 42                      | 55 | 4          |
| \$35,001 to \$50,000          | 175                  | % | 36                      | 62 | 2          |
| \$50,001 or more              | 168                  | % | 33                      | 63 | 5          |
| <i>Education</i>              |                      |   |                         |    |            |
| High school or less           | 502                  | % | 33                      | 63 | 4          |
| Some college/college graduate | 520                  | % | 43                      | 54 | 3          |

Table 47

## Foods Avoided for Safety Reasons, by Income (Volunteered)

Base: Those who avoid buying certain foods because they feel they may be unsafe

Q.: Which foods do you avoid?

|                                                        |   | Jan.<br>1989<br>Total | Income           |                   |                   |                   |                  |
|--------------------------------------------------------|---|-----------------------|------------------|-------------------|-------------------|-------------------|------------------|
|                                                        |   |                       | \$15K<br>Or Less | \$15K<br>to \$25K | \$25K<br>to \$35K | \$35K<br>to \$50K | \$50K<br>Or More |
| Base                                                   |   | 383                   | 63               | 86                | 73                | 64                | 57               |
| Meat/red meat                                          | % | 24                    | 32               | 22                | 23                | 25                | 27               |
| Fish                                                   | % | 15                    | 16               | 14                | 26                | 12                | 12               |
| Foods with certain preservatives<br>or additives       | % | 15                    | 6                | 30                | 16                | 7                 | 15               |
| Pork                                                   | % | 10                    | 14               | 9                 | 11                | 11                | 7                |
| Fruits and vegetables that have<br>been sprayed/coated | % | 10                    | 11               | 7                 | 12                | 8                 | 12               |
| Canned foods                                           | % | 9                     | 10               | 8                 | 4                 | 9                 | 10               |
| Chicken                                                | % | 8                     | 14               | 12                | 4                 | 12                | 1                |
| Foods with torn/bent broken<br>package                 | % | 7                     | 6                | 3                 | 3                 | 13                | 5                |
| Foods with artificial coloring                         | % | 5                     | 4                | 4                 | 6                 | 4                 | 7                |
| Foods from the deli                                    | % | 5                     | 7                | 1                 | 3                 | 7                 | 6                |
| Fatty foods                                            | % | 5                     | 2                | 4                 | 9                 | 4                 | 3                |
| Foods packaged in plastic                              | % | 4                     | 2                | 0                 | 3                 | 9                 | 6                |
| Foods that don't have sealed<br>packages               | % | 3                     | 4                | 1                 | 3                 | 9                 | 3                |
| Foods that aren't dated                                | % | 2                     | 4                | 0                 | 3                 | 2                 | 3                |
| Salad bars                                             | % | 2                     | 2                | 0                 | 2                 | 5                 | 3                |
| Bulk foods                                             | % | 2                     | 2                | 0                 | 3                 | 2                 | 0                |
| Foods packaged in glass                                | % | 1                     | 0                | 1                 | 0                 | 2                 | 1                |
| Other                                                  | % | 35                    | 28               | 42                | 34                | 34                | 49               |
| Not sure                                               | % | 5                     | 4                | 3                 | 0                 | 7                 | 5                |

## Responsibility for Food Safety

In 1989 major increases occurred in the proportions of shoppers who rely on manufacturers and retailers to ensure the safety of the products they buy (see Table 48). Between 1985 and 1988 the proportion relying on manufacturers fluctuated between 7 and 9 percent, while in 1989 the proportion jumped 7 percentage points to 14 percent. Similarly, from 1983 to 1988 the proportion of shoppers relying on retailers hovered between 2 and 6 percent. Between 1988 and 1989 there was a 7 percentage point increase, to 10 percent.

Since 1983, most shoppers have relied on themselves or the government to ensure product safety. Combining federal and state government, over a fifth (23 percent) of shoppers rely on the government, whereas more than two-fifths (41 percent) rely on themselves. The proportion of shoppers who rely on consumer organizations dropped 7 percentage

points to 8 percent over the past year, reversing the increase observed between 1986 and 1987.

When asked how supermarkets could enhance shoppers' confidence in food safety, more than one shopper in five (22 percent) was unsure of what they could do to instill greater confidence. Suggestions offered by at least one shopper in ten include (see Table 49):

- Remove spoiled items (14 percent).
- Safety inspections (13 percent).
- Cleanliness standards for employees (13 percent).
- Comply with government safety standards (11 percent).
- Freshness of foods/expiration date (10 percent).

Shoppers who avoid certain food items for fear they may be unsafe are more likely than others to suggest that supermarkets remove spoiled items and provide more information on foods.

Table 48

### Those on Whom Shoppers Rely to Ensure That the Products They Buy Are Safe

Base: The shopping public

Q.: As far as you personally are concerned, whom do you rely on most to be sure that the products you buy are safe: the federal government, the state government, consumer organizations, manufacturers, retailers or yourself as an individual?

|                           | Total |      |      |      |        |         |      |
|---------------------------|-------|------|------|------|--------|---------|------|
|                           | 1983  | 1984 | 1985 | 1986 | 1987** | 1988*** | 1989 |
|                           | %     | %    | %    | %    | %      | %       | %    |
| Yourself as an individual | 46    | 48   | 38   | 48   | 45     | 45      | 41   |
| Government                | 27    | 25   | 37   | 33   | 28     | 29      | 23   |
| Federal                   | 24    | 22   | 31   | 29   | 25     | 26      | 20   |
| State                     | 3     | 3    | 6    | 4    | 3      | 3       | 3    |
| Manufacturers             | 13    | 11   | 7    | 8    | 9      | 7       | 14   |
| Retailers                 | 5     | 5    | 6    | 2    | 5      | 3       | 10   |
| Consumer organizations    | 6     | 9    | 8    | 9    | 15     | 15      | 8    |
| Other (Vol.)              | •     | 1    | 1    | •    | 1      | 1       | 1    |
| None (Vol.)               | 1     | •    | 1    | •    | •      | •       | •    |
| Not sure                  | 2     | 1    | 2    | •    | 2      | 2       | 2    |

\*Less than 0.5 percent.

\*\*Split sample; base = 498.

\*\*\*Split sample; base = 511.

May not add to 100 percent due to rounding.

Table 49

# How Supermarkets Could Enhance Shopper Confidence in Food Safety, by Safety-Driven Purchases (Volunteered)

Base: The shopping public

Q.: What, if anything, do you expect your supermarket to do to make you confident that the food it sells is safe?

|                                             |   | Jan.<br>1989<br>Total | Safety-Driven<br>Purchases |     |
|---------------------------------------------|---|-----------------------|----------------------------|-----|
|                                             |   |                       | Yes                        | No  |
| Base                                        |   | 1031                  | 383                        | 612 |
| Not sure                                    | % | 22                    | 19                         | 23  |
| Remove spoiled items                        | % | 14                    | 17                         | 12  |
| Safety inspections                          | % | 13                    | 13                         | 14  |
| Cleanliness standards for employees         | % | 13                    | 13                         | 13  |
| Comply with government safety standards     | % | 11                    | 9                          | 13  |
| Freshness of food/expiration date           | % | 10                    | 12                         | 8   |
| Proper handling                             | % | 9                     | 8                          | 10  |
| Recall/remove items judged to be hazardous  | % | 8                     | 10                         | 7   |
| Proper refrigeration                        | % | 7                     | 8                          | 7   |
| Origin of food items/where food comes from  | % | 7                     | 7                          | 7   |
| Clear labeling                              | % | 6                     | 7                          | 5   |
| Store's reputation/integrity                | % | 4                     | 3                          | 5   |
| Information on food/pamphlets               | % | 4                     | 6                          | 2   |
| Testing produce for pesticide residues      | % | 3                     | 4                          | 2   |
| Dress codes for employees                   | % | 2                     | 1                          | 2   |
| Monitoring of bulk food and salad bar areas | % | 1                     | 1                          | 1   |
| Other                                       | % | 8                     | 10                         | 6   |
| Nothing                                     | % | 8                     | 8                          | 9   |

## Food Safety Information

In 1989, for the first time, *Trends* asked shoppers if they sought information on food safety during the past year. As shown in Table 50, almost two shoppers in five (37 percent) answered affirmatively. Differences in the propensity to seek food safety information are evident by shopper classification. Specifically:

- Nonworking women and men are more likely to have sought information on food safety than working women.
- Shoppers 65 and older are more likely than those younger to have sought information on food safety.
- A higher proportion of shoppers in the East than in the Midwest sought information on food safety.
- By level of education, a larger proportion of shoppers with some college or more sought information.

- Shoppers who have a household member on a medically restricted diet and shoppers who avoid certain foods for fear they may be unsafe are more likely than others to have sought information on food safety.

When asked where they would turn for more information on food safety, "retailers/supermarkets/stores" were named by fewer than one shopper in ten (8 percent). Almost one shopper in five (19 percent) was not sure where to turn. Sources named most commonly include (see Table 51):

- Government (22 percent).
- Consumer organizations (21 percent).
- Magazines (15 percent).
- Newspapers (14 percent).
- Library/book store (14 percent).

**Table 50**

### Incidence of Seeking Information About Food Safety

Base: The shopping public

Q.: In the past year, have you ever looked for information on food safety?

|                                  | Jan.<br>1989<br>Base | % | Sought Information<br>About Food Safety |    |            |
|----------------------------------|----------------------|---|-----------------------------------------|----|------------|
|                                  |                      |   | Yes                                     | No | Don't Know |
| Total                            | 1031                 | % | 37                                      | 61 | 2          |
| <i>Sex</i>                       |                      |   |                                         |    |            |
| Men                              | 406                  | % | 40                                      | 59 | 1          |
| Women                            | 625                  | % | 36                                      | 62 | 2          |
| Working                          | 323                  | % | 32                                      | 66 | 2          |
| Nonworking                       | 300                  | % | 41                                      | 58 | 1          |
| <i>Age</i>                       |                      |   |                                         |    |            |
| 18-24                            | 74                   | % | 32                                      | 68 | 0          |
| 25-39                            | 420                  | % | 37                                      | 61 | 2          |
| 40-49                            | 178                  | % | 35                                      | 63 | 2          |
| 50-64                            | 197                  | % | 36                                      | 61 | 3          |
| 65 or older                      | 133                  | % | 47                                      | 53 | 0          |
| <i>Region</i>                    |                      |   |                                         |    |            |
| East                             | 242                  | % | 42                                      | 56 | 2          |
| Midwest                          | 251                  | % | 31                                      | 67 | 2          |
| South                            | 326                  | % | 38                                      | 60 | 2          |
| West                             | 212                  | % | 37                                      | 62 | 2          |
| <i>Education</i>                 |                      |   |                                         |    |            |
| High school or less              | 502                  | % | 34                                      | 64 | 2          |
| Some college/college graduate    | 520                  | % | 41                                      | 58 | 1          |
| <i>Medically Restricted Diet</i> |                      |   |                                         |    |            |
| Yes                              | 202                  | % | 44                                      | 55 | 1          |
| No                               | 825                  | % | 35                                      | 63 | 2          |
| <i>Safety-Driven Purchases</i>   |                      |   |                                         |    |            |
| Yes                              | 383                  | % | 52                                      | 47 | 2          |
| No                               | 612                  | % | 27                                      | 71 | 2          |

Table 51

## Sources of Information on Food Safety, by Safety-Driven Purchases and Education (Volunteered)\*\*

Base: The shopping public

Q.: If you wanted to have more information about food safety, to what sources would you turn?

|                               |   | Jan.<br>1989<br>Total | Safety-Driven<br>Purchases |     | Education              |                               |
|-------------------------------|---|-----------------------|----------------------------|-----|------------------------|-------------------------------|
|                               |   |                       | Yes                        | No  | High School<br>Or Less | Some College/<br>College Grad |
| Base                          |   | 1031                  | 383                        | 612 | 502                    | 520                           |
| Government                    | % | 22                    | 21                         | 24  | 20                     | 24                            |
| Federal                       | % | 18                    | 16                         | 20  | 16                     | 21                            |
| State                         | % | 7                     | 8                          | 6   | 7                      | 6                             |
| Consumer organizations        | % | 21                    | 22                         | 20  | 15                     | 27                            |
| Magazines                     | % | 15                    | 17                         | 14  | 12                     | 18                            |
| Newspapers                    | % | 14                    | 15                         | 14  | 13                     | 16                            |
| Library/book store            | % | 14                    | 17                         | 12  | 10                     | 18                            |
| Retailers/supermarkets/stores | % | 8                     | 10                         | 8   | 9                      | 7                             |
| Radio/television              | % | 7                     | 9                          | 6   | 7                      | 7                             |
| Medical profession            | % | 5                     | 8                          | 4   | 5                      | 6                             |
| Manufacturers                 | % | 5                     | 5                          | 5   | 7                      | 4                             |
| Friends/associates            | % | 3                     | 5                          | 2   | 2                      | 3                             |
| Other                         | % | 9                     | 11                         | 8   | 10                     | 8                             |
| None                          | % | 1                     | *                          | 1   | 1                      | *                             |
| Not sure                      | % | 19                    | 15                         | 21  | 25                     | 13                            |

\*\*Multiple responses accepted.

\*Less than 0.5 percent.

# METHODOLOGY

## Selection of the Sample

The data for this survey were collected from 1,031 telephone interviews conducted in January 1989. Households contacted for the survey were selected by a procedure known as random digit dialing (RDD). This procedure ensures the inclusion of individuals with unlisted or not yet listed telephone numbers, as well as those with listed numbers, and thus closely approximates the total U.S. population.

Each household selected was screened by the following three criteria:

- Male or female head of household.
- Having primary or equally shared responsibility for food shopping.
- Having shopped for groceries in the past two weeks.

Included were only heads of households who have primary or equally shared responsibility for food shopping, and who had shopped for groceries in the past two weeks.

The sample was controlled to consist of 60 percent female heads of households and 40 percent male heads of households in order to increase the reliability of the male shopper sample. The sample was then weighted to an 80 percent female/20 percent male ratio to maintain comparability with previous studies in the *Trends* series. Aside from this stratification and weighting by sex, the sample is a nationwide cross section of shoppers. Therefore, all subpopulation percentages are projectable to the U.S. shopping public as a whole. A profile of the total sample is shown in Table 52.

## Sampling Error

It is important to note that all survey results are subject to sampling error, i.e., the difference between obtained results and those that would be obtained by studying the entire population. The size of this error varies with the size of the sample and with the percentage of respondents giving a particular answer. Table 53 shows the range of error for samples of four different sizes and at different percentages of response.

This table can be used to determine the approximate sampling errors associated with results presented in this report.

An example illustrates this process.

As shown in Table 7 of this report, 37 percent of those surveyed this year spend \$61 to \$100 each week on groceries for their families. This percentage is based on the total sample of 1,031 shoppers. From the table below, the sampling error associated with a 40 percent response for a sample of 1,000 is plus or minus 3.0 percentage points. If one applies this sampling error to the 37 percent response in Table 7, the true proportion of shoppers who spend \$61 to \$100 a week should be no less than 34 percent, and no more than 40 percent.

Aside from knowing the sampling error of any given finding, one may also be interested in whether the differences between certain percentage figures are a likely result of sample variation or due to real differences in the shopping population. For example, in Table 11 there is an 14-point difference between the percentage of working women who look in the newspaper for grocery specials pretty much every time they shop and the percentage of nonworking women who do this. Although this 14-point difference seems large, it could be due to sampling error. To determine whether this is a true difference, one needs to consider the number of people responding to each question, as well as the particular percentages reported. In general, the larger the sample sizes, the less likely a reported difference will be due to sampling error.

In Table 54, the minimum percentage difference that must occur to be considered real is shown for varying sample sizes and varying percent responses.

In the previous example from Table 11, 323 working women were asked how often they look in the newspaper for grocery specials when they shop, of whom 29 percent said "pretty much every time." A total of 300 nonworking women were asked the same question, and 43 percent said "pretty much every time." Both of these sample sizes are closest to the 300 sample size row of the table. The two percentages are closest to the 40 percent or 60 percent column. From the table, the minimum difference between percentages that would not be due to sampling error is 8 points. Because the difference between 29 percent and 43 percent exceeds this minimum, one can safely assume that fewer working women than nonworking women look in the newspaper for grocery specials pretty much every time they shop.

Table 52

## Demographic Profile of Supermarket Shoppers: 1989

Base: The shopping public

|                                   | Number<br>in<br>Sample | Unweighted<br>Percentage<br>in Sample | Weighted<br>Percentage<br>in Sample |
|-----------------------------------|------------------------|---------------------------------------|-------------------------------------|
|                                   |                        | %                                     | %                                   |
| Total                             | 1031                   | 100                                   | 100                                 |
| <i>Sex</i>                        |                        |                                       |                                     |
| Men                               | 406                    | 39                                    | 20                                  |
| Women                             | 625                    | 61                                    | 80                                  |
| Working                           | 323                    | 31                                    | 41                                  |
| Nonworking                        | 300                    | 29                                    | 38                                  |
| <i>Type of Household</i>          |                        |                                       |                                     |
| With children                     | 428                    | 42                                    | 43                                  |
| Two wage-earner                   | 599                    | 58                                    | 56                                  |
| <i>Age</i>                        |                        |                                       |                                     |
| 18-24                             | 74                     | 7                                     | 6                                   |
| 25-39                             | 420                    | 41                                    | 38                                  |
| 40-49                             | 178                    | 17                                    | 18                                  |
| 50-64                             | 197                    | 19                                    | 20                                  |
| 65 and over                       | 133                    | 13                                    | 13                                  |
| <i>Income</i>                     |                        |                                       |                                     |
| \$15,000 or less                  | 188                    | 18                                    | 19                                  |
| \$15,001 to \$25,000              | 220                    | 21                                    | 21                                  |
| \$25,001 to \$35,000              | 182                    | 18                                    | 17                                  |
| \$35,001 to \$50,000              | 175                    | 17                                    | 17                                  |
| \$50,001 or more                  | 168                    | 16                                    | 16                                  |
| <i>Marital Status</i>             |                        |                                       |                                     |
| Single/separated/divorced/widowed | 390                    | 38                                    | 36                                  |
| Married                           | 638                    | 62                                    | 64                                  |
| <i>Education</i>                  |                        |                                       |                                     |
| High school or less               | 502                    | 49                                    | 52                                  |
| Some college/college grad         | 520                    | 50                                    | 47                                  |
| <i>Size of Place</i>              |                        |                                       |                                     |
| Metropolitan                      |                        |                                       |                                     |
| 1 million or over                 | 381                    | 37                                    | 35                                  |
| Under 1 million                   | 343                    | 33                                    | 32                                  |
| Non-metropolitan                  | 307                    | 30                                    | 33                                  |
| <i>Medically Restricted Diet</i>  |                        |                                       |                                     |
| Yes                               | 202                    | 20                                    | 21                                  |
| No                                | 825                    | 80                                    | 78                                  |
| <i>Region</i>                     |                        |                                       |                                     |
| East                              | 242                    | 23                                    | 24                                  |
| Midwest                           | 251                    | 24                                    | 26                                  |
| South                             | 326                    | 32                                    | 32                                  |
| West                              | 212                    | 21                                    | 18                                  |

\*East includes Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and West Virginia.

Midwest includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

South includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

West includes Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

Note: Percentages may add up to less than 100 percent as a result of nonresponse.

Table 53

### Sampling Error (+/-) at 95 Percent Confidence Level for Samples of Four Different Sizes

| Percentage Response | Size of Sample |     |     |     |
|---------------------|----------------|-----|-----|-----|
|                     | 1000           | 600 | 400 | 100 |
|                     | %              | %   | %   | %   |
| 10(90)              | 1.9            | 2.4 | 2.9 | 5.9 |
| 20(80)              | 2.5            | 3.2 | 3.9 | 7.8 |
| 30(70)              | 2.8            | 3.7 | 4.5 | 9.0 |
| 40(60)              | 3.0            | 3.9 | 4.8 | 9.6 |
| 50(50)              | 3.1            | 4.0 | 4.9 | 9.8 |

Table 54

### Sampling Error of Difference Between Proportions

Sampling Tolerances (at 95% Confidence Level) to Use in Evaluating Differences Between Two Percentage Results

| Approximate<br>Sample Size<br>of Two Groups<br>Asked Question<br>on Which Survey<br>Results Are Based | Survey<br>Percentage<br>Results at<br>10% or 90% | Survey<br>Percentage<br>Results at<br>20% or 80% | Survey<br>Percentage<br>Results at<br>30% or 70% | Survey<br>Percentage<br>Results at<br>40% or 60% | Survey<br>Percentage<br>Results at<br>50% |
|-------------------------------------------------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|--------------------------------------------------|--------------------------------------------------|-------------------------------------------|
| 1,000 vs. 1,000                                                                                       | 3                                                | 4                                                | 4                                                | 4                                                | 4                                         |
| 500                                                                                                   | 3                                                | 4                                                | 5                                                | 5                                                | 5                                         |
| 300                                                                                                   | 4                                                | 5                                                | 6                                                | 6                                                | 6                                         |
| 200                                                                                                   | 5                                                | 6                                                | 7                                                | 7                                                | 8                                         |
| 100                                                                                                   | 6                                                | 8                                                | 9                                                | 10                                               | 10                                        |
| 500 vs. 500                                                                                           | 4                                                | 4                                                | 6                                                | 6                                                | 6                                         |
| 300                                                                                                   | 4                                                | 6                                                | 7                                                | 7                                                | 7                                         |
| 200                                                                                                   | 6                                                | 7                                                | 8                                                | 8                                                | 8                                         |
| 100                                                                                                   | 7                                                | 9                                                | 10                                               | 11                                               | 11                                        |
| 300 vs. 300                                                                                           | 5                                                | 6                                                | 7                                                | 8                                                | 8                                         |
| 200                                                                                                   | 5                                                | 7                                                | 8                                                | 9                                                | 9                                         |
| 100                                                                                                   | 7                                                | 9                                                | 10                                               | 11                                               | 11                                        |
| 200 vs. 200                                                                                           | 6                                                | 8                                                | 9                                                | 10                                               | 10                                        |
| 100                                                                                                   | 7                                                | 10                                               | 11                                               | 12                                               | 12                                        |
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